

Press Release

Pilates for Pink Weekend to help raise funds for the Breast Cancer Research Foundation

(PRESS RELEASE) As part of the initiative aimed at improving the lives and health of women everywhere, Longevity Pilates of Verona, NJ will be hosting a Pilates for Pink.

Verona, NJ - Pink, a nationwide fundraiser sponsored by Shape Magazine. During the Pilates for Pink Weekend the studio staff will be offering Pilates Mat and Chair classes to the public for a minimum donation of \$10. Classes will begin at 9:00 am on Saturday until 2:30 pm and 9:00 am to 1:00 pm on Sunday. All proceeds will go to the Breast Cancer Research Foundation. Longevity Pilates will also accept donations from any individuals or corporations that cannot come to the event. Because of the popularity of this event and space limitations, please contact the studio at either 973-632-0830 or info@longevitypilates.com for reservations.

The Breast Cancer Research Foundation is a not-for-profit organization whose mission is to achieve prevention and a cure for breast cancer by providing critical funding for research and increase public awareness about good breast health. The BCRF has received 4 stars from Charity Navigator for the eighth consecutive year, meaning it has outperformed 99.8% of over 5,400 evaluated charities in efficiently managing its finances.

Donna Zaloom, founder and owner of Longevity Pilates is herself a breast cancer survivor and is certified as a Breast Cancer Exercise Specialist (BCES) by the Pink Ribbon Foundation. “ We at Longevity Pilates are proud to continue our association with the Breast Cancer Research Foundation and to contribute to help promote awareness toward a cure to this disease”.

Longevity Pilates is a Pilates studio located in Verona, NJ and seeks to enhance the lives of breast cancer survivors. For more information visit www.longevitypilates.com.