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FOR IMMEDIATE RELEASE

BREAST CANCER? SWEAT IT OUT.

The benefits of exercise in the fight against breast cancer.

Why do we strap on our supportive bras and pull on our moisture wicking workout wear in the early hours of the morning or the end of a long workday? Why do we ride, walk, run, or swim to the accelerated rhythm of our hearts and lungs? Because we want to look good, feel better, and live longer. Reason enough, but new studies show that exercise may also have a significant impact on certain types of breast cancer.

For Amy Woods, founder of The Un Club, her reasons for exercising became more specific when her mother was diagnosed with metastatic breast cancer after 12 years of remission. "When my mother was diagnosed with breast cancer again, I started wondering if I was doing enough to protect myself." She soon discovered that eighty percent of all breast cancers are fueled by estrogen and exercise is a natural way to reduce your estrogen levels, as well as reducing other hormones and growth factors that can cause breast cells to turn into cancer. The research was good news to Amy. "My customers and I are physically active which I now know is a great benefit in preventing breast cancer. It was also a relief to know that it is not too late for women, like my mom, to reap the benefits of exercise when battling breast cancer." According to Brian Sprague, research assistant at UWCCC, "A woman's hormone levels naturally fluctuate throughout her life, and we have found that exercise likely offers protection against breast cancer regardless of a woman's stage in life. The take-home message for women should be that it is never too late to begin exercising." Dr. Michelle Holmes, of Harvard Medical School and Brigham and Women's Hospital in Boston, reports in her research that breast cancer survivors who spent three to five hours each week (or about half an hour a day) doing exercise had the best survival rates.

Besides Amy's personal commitment to preventing breast cancer, she has decided to make a professional commitment as well. The Un Club will donate a portion of the proceeds to the National Breast Cancer Foundation. "Even though my mother continues to lead a life filled with laughter and love despite financial struggles and heart breaking losses, my hope is that one day no one will have to endure the hardship of breast cancer."

The Un Club, sponsored only by the desire the ride, was founded in 2007 by Amy Woods. The Un Club provides all non-members unique cycling apparel that reflects the perfect combination of technology and style.

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If you would like more information about The Un Club or to schedule an interview with Amy Woods, please contact Amy at (707) 529-9148 or amy@theunclub.biz.