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**FOR IMMEDIATE RELEASE**

## **JOCKEY SAYS: DROP YOUR PANTS AND RUN**

*Event participants wear underwear as outerwear to expose cancers below the waist*

Kenosha, Wis. (June 23, 2008) – Thousands of people, clad in undies and smiles, will run or walk in their unmentionables through Los Angeles on August 2. Why? They'll be participating in City of Hope's® [Underwear Affair](#)® presented by [Jockey](#)®.

Iconic underwear supplier [Jockey International, Inc.](#) has teamed with [City of Hope](#), a leading research and treatment center for cancer and other life-threatening diseases, to raise funds and awareness for cancers below the waist (prostate, testicular, colorectal, ovarian, cervical, among others). City of Hope's [Underwear Affair](#) event is a 10k run / 5k walk supporting research for these cancers.

“City of Hope's Underwear Affair is about finding cures for cancers below the waist, and that's a category of apparel where Jockey specializes,” said Ed Emma, president and chief operations officer of Jockey. “We're proud to raise funds and awareness for such an important cause.”

Despite their pervasiveness, cancers below the waist are sometimes considered difficult for people to talk about and thus, they often go untreated. In 2008, an estimated 550,000 incidents of prostate, colorectal, cervical, uterine and other “below the waist” cancers will be diagnosed in the U.S. alone.

“We are excited to partner with Jockey on an event that raises awareness of cancers that, because of their intimate nature, can mean delays in diagnosis and treatment,” said Steve Martin, associate vice president of marketing, City of Hope. “Participants in City of Hope's Underwear Affair have a unique opportunity to personally make a difference by supporting critical research to help find a cure.”

Everything from shorts and t-shirts, to tank tops and Jockey undies are welcome at the event, but participants are encouraged to get creative and have some fun with their running or walking outfits. Prizes will be awarded for outstanding costumes and top fundraising efforts.

At the end of the course, all participants are invited to the EXPOsed after-party where participants can celebrate their efforts and boogie well into the night.

To learn more, visit [www.uncoverthecure.org](http://www.uncoverthecure.org) or call 323-822-CURE(2873).

### ***About Jockey International, Inc.***

Jockey International, Inc., is a privately held company, founded in 1876 by Samuel T. Cooper. Today, Jockey is a leading manufacturer and marketer of apparel products sold in major department and specialty stores in more than 120 countries around the world. With headquarters in Kenosha, Wisconsin, the 132-year old company is committed to quality, comfort, fashion, innovation and value. As Jockey grows in size and sophistication, the simple commitment to serve its consumers' needs continues to be the company's hallmark. Consumers can visit Jockey on its Web site at [www.jockey.com](http://www.jockey.com).

### ***About City of Hope***

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National

Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by *U.S. News & World Report*. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit [www.cityofhope.org](http://www.cityofhope.org).

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