

To Family, Health & Lifestyle Editors

Computerized Jump Rope raises funds for Breast Cancer Research

New York, NY...JumpSnap, the computerized ropeless jump rope, recognizes the positive link exercise has on fighting off all types of cancers. We are helping people move their bodies towards a healthy lifestyle while contributing to a phenomenal cause.

JumpSnap has designed a “Pink” version to benefit The Breast Cancer Research Foundation (BCRF). BCRF will receive one third of the proceeds from each unit sold. See www.jumpsnap.com.

“I chose The Breast Cancer Research Foundation as our beneficiary because of the important research they fund to help find a cure for breast cancer in our lifetime,” said Brad LaTour, inventor of JumpSnap.

JumpSnap is for people who want a proven workout that is quick, easy, and travel friendly. **The JumpSnap is a computerized ropeless jump rope which calculates how many calories you are burning while jumping without tripping. See www.jumpsnap.com or www.jumpforacure.com.**

"The support of companies like JumpSnap and entrepreneurs like LaTour is truly appreciated," said BCRF President Myra Biblowit.

Jumping rope is a full body workout that burns two to three times as many calories as running on the treadmill. The problem is – some of us become frustrated with our lack of coordination or space requirements needed for a traditional jump rope.

LaTour was one of those frustrated exercisers that just couldn't keep up without tripping. It inspired him to find a way to make a product that would give you the same benefit as a traditional jump rope but without the constant interruptions.

LaTour himself lost 50 pounds and 6 inches off his waist from using his product. Full story at www.JumpSnap.com.

The Pink JumpSnap is available at www.JumpSnap.com with \$20 of each \$60 purchase being donated to The Breast Cancer Research Foundation.

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and genetic research. The

Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime.

A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs.

Note to editors – LaTour available for interview, Product available for review or demo – Contact Jennifer Ruff at 212-774-6328 or jruff@equinoxfitness.com.