

## FOR IMMEDIATE RELEASE

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# Dry Dudz™ Shows Its Colors for Breast Cancer Awareness Month

*Portion of proceeds from pink Tara hybrid boardshort and bikini to benefit Susan G. Komen for the Cure®*

San Francisco, CA (October 4, 2012)—To commemorate National Breast Cancer Awareness Month, [Dry Dudz™](#)—a newly debuted premium performance swimwear company that produces patented, hybrid boardshorts and bikinis—has announced that it will contribute a portion of proceeds from all purchases of their pink Tara hybrid boardshorts (Sale price: \$65) and bikini tops (Sale price: \$25) to [Susan G. Komen for the Cure®](#). For the month of October, Dry Dudz™ will donate \$5 of every pink piece sold to help fund the organization's groundbreaking research, community health outreach, advocacy and programs.

"We both admire and share the Susan G. Komen for the Cure® foundation's goals to empower women, support them and make them feel confident. Until now, we have worked to fulfill these priorities through our swimwear, but are now eager to directly aid Susan G. Komen as it helps women persevering with breast cancer and searches for a cure," said Dry Dudz™ Founder and President Cyndi Franz.

To participate, simply log onto [DryDudz.com](#) and order a Tara women's hybrid boardshort and/or bikini top. Donations will be made for all pink items purchased through October 31. No promo code is necessary.

Available exclusively online, Dry Dudz™ strives to address active individuals' common complaints by providing comfortable, supportive, stylish performance clothing for everyone from globetrotters to casual outdoor enthusiasts to hardcore athletes. Made for men and women, Dry Dudz™ feature a patented Quick Mount System™ (QMS™) that securely attaches each pair of boardshorts to its inner liner.

Dry Dudz™ stands out as one of the lightest boardshorts on the market thanks to a 115g polyester fabric weave, and sport a DD Quick Dry wikTec fabric liner that wicks away moisture to keep skin dry. Whether on land or in the water, at the bar or the beach, Dry Dudz™ provides ongoing comfort, style and support that keep wearers looking good and most importantly feeling good all day.

Founded in 1982, the Susan G. Komen for the Cure® foundation has played a crucial role in the fight against breast cancer. Since its inception, the organization has helped transform how the world addresses this disease cancer, contributing to real victories including more early detections, more effective treatments and more hope for patients and their families. To date, the foundation has invested almost \$2 billion to fulfill its mission to end breast cancer in the U.S. as well as throughout the world, and has helped turn millions of breast cancer patients into survivors.

## About Dry Dudz™



Dry Dudz™ is a premium performance swimwear company that makes hybrid boardshorts and belt liners for active lifestyles in and out of the water. Inspired by summer days at the beach, pool and lake, Dry Dudz™ patented technology ensures exceptional support and quick drying performance, without sacrificing style. The patented Quick Mount System™ (QMS™) and other technical features make Dry Dudz™ wicking boardshorts and belt liners not only versatile fashion, but vital equipment for all water sports enthusiasts.

Dry Dudz™ is sold online at [www.drydudz.com](http://www.drydudz.com). Dry Dudz™. *Get your Dudz on™!* Friend us on Facebook at [www.facebook.com/drydudz](http://www.facebook.com/drydudz); Follow us on Twitter at [www.twitter.com/drydudz](http://www.twitter.com/drydudz). Check out the Dry Dudz YouTube Channel at <http://www.youtube.com/user/DryDudz/videos>.

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