

FOR IMMEDIATE RELEASE:

SEE JANE RUN 5th Annual Triathlon, Benefiting Breast Cancer Fund

SAN FRANCISCO, CA (PRWEB) September 3, 2008 – Today See Jane Run, an athletic shoe and apparel retailer for women headquartered in San Francisco announced the 5th Annual All Women's Triathlon at Shadow Cliffs Regional Park in Pleasanton on Saturday, September 27th, 2008. Nicknamed, the See Jane Tri, the event attracts women of all fitness levels across the nation to participate in the event while helping raise money for the Breast Cancer Fund.

In response to the public health crisis of breast cancer, the Breast Cancer Fund identifies – and advocates for elimination of – the environmental and other preventable causes of the disease. Founded in 1992, the Breast Cancer Fund works from the knowledge that breast cancer is not simply a personal tragedy, but a public health priority that demands action from all. See Jane Run is donating \$4-\$7 from every entry fee to the Breast Cancer Fund (donation amount is based upon paid participant registrations), with a guaranteed minimum donation of \$2,500. To date, See Jane Run has donated over \$60,000 to the Breast Cancer Fund through events and training programs.

Lori Shannon, president of See Jane Run, wanted to provide an event that was accessible to all levels of athletes. “Unlike most triathlons, our event is unique because most women are doing their first triathlon which produces a level of excitement and camaraderie unrivaled anywhere else. This in turn makes for an emotional finish expo where participants are celebrating their first finish, personal best or funds raised to continue the fight against breast cancer.” For more information on the event, please go to <http://www.seejanerun.com>.

About See Jane Run

See Jane Run is so much more than a running store. As a woman-owned and operated company, See Jane Run reaches out to individuals of all shapes, ages and fitness levels. The product, training and events are selected and designed to reflect the diversity of the customers. The first store was opened in San Francisco in 2000. Since then, See Jane Run has opened two more locations, launched an online store and was selected as one of the 50 Best Running Stores in America in 2006 and 2007 by Footwear Intelligence and The Running Network.

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