

# Curves

## Curves Holland joins Pink Ribbon to get physical and fight breast cancer

*In October, Curves Holland joins Pink Ribbon in the fight against breast cancer. Last year Curves donated € 28,000 this year Curves hopes to make an even bigger donation with the help of all the women who join Curves in October.*

Gary Heavin and his wife Diane opened the first Curves in the United States in 1992. This new 30-minute fitness concept allows women of all ages to combine strength training with a cardio workout through safe, efficient hydraulic resistance. Now with more than 10,000 locations in 60 countries, Curves is the world's largest fitness franchise. In the Netherlands there are 43 clubs operational. On August 18 the 44th club will open in The Hague.

### Fundraising Worldwide

In Holland one out of nine women battle breast cancer. In America it's the second leading cause of cancer death. Therefore, Curves all over the world join activities that raise funds for breast cancer. Last April Curves founder Diane Heavin joined Australian superstar Olivia Newton-John - a breast cancer survivor - in The Great Walk to Beijing 2008. They raised over \$ 2 million.

### Join us

Research has shown that obesity increases cancer risk and Curves is a program that effectively fights obesity on a worldwide basis. As part of our annual October Breast Cancer Awareness Month promotion, you can work on your health and fight breast cancer if you join Curves Holland. Instead of paying for accompaniment, you donate € 25 to Pink Ribbon.



### About Curves

Curves works to help women lose weight, gain muscle strength and aerobic capacity, and raise metabolism with its groundbreaking, scientifically-proven method that ends the need for perpetual dieting. Curves works every major muscle group with a complete 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance. Founders Gary and Diane Heavin are considered the innovators of the express fitness phenomenon that has made exercise available to over 4 million women, many of whom are in the gym for the first time. With more than 10,000 locations in over 60 countries, Curves is the world's largest fitness franchise.

### Your Own Club

If you feel the Curves-thought is really you, you can buy a Curves franchise. In Westervoort, an American woman has started her own Curves. The proven business model is very efficient and is designed to maximize return on investment. In fact, *Entrepreneur Magazine* has named Curves 'The Number 1 Low Cost Franchise' for the past four years. Why not start a Curves at The American Woman's Club? For more information go to [www.curves.nl](http://www.curves.nl) or [www.buycurves.nl](http://www.buycurves.nl).

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