



Notes From The Prof:

THINK PINK!

PSU Partners Promote Important Cancer Awareness Message

October is National Breast Cancer Awareness Month and the staff at PowersportsU is proud to recognize the efforts of a couple of the brands going above and beyond the call of duty for this worthy cause. Vance & Hines helped people “Think Pink” at the NHRA finals while Mustang Seats rolled out a new limited edition pink seat in a nationwide program that include personal appearances at Seacoast Harley-Davidson’s “Breastoberfest” celebration and the Thunder Beach Rally in Panama City Beach, Florida.



Defending dragbike champ Eddie Krawiec kept the awareness campaign top of mind quite literally with pink ribbon custom paint job on his helmet. According to the official press release from Harley, “With his Harley-Davidson® V-Rod® motorcycle sporting a special Hard Candy Custom Pink Flake livery in recognition of October’s Breast Cancer Awareness Month, Harley-Davidson® Screamin’ Eagle®/Vance & Hines rider Ed Krawiec rode to the final round of

eliminations at the Auto-Plus NHRA Nationals at Maple Grove Raceway.”

The folks at Mustang were a little more direct in their “Think Pink” message. “We wanted to do our part,” says Marketing Director Marilyn Simmons. “Our ‘Comfort For A Cause’ campaign was created to support the Breast Cancer Research Foundation's efforts to find a cure.” Mustang will donate \$10 to BCRF for each limited edition seat sold during the month of October as a way to honor the survival, determination and compassion of all those fighting breast cancer.



BCRF was selected as the charity of choice because 91% of the funds raised go directly to breast cancer research and awareness programs. It is comforting to know that 88% of the money raised goes directly to research. The remaining 3% goes to the BCRF awareness campaign... which is where Mustang’s pink seats can help call even more attention to this worthy cause!

Not everyone will be into a totally pink seat, so Mustang is offering a choice of pink ribbons, contrasting pink stitching or entire inlays. For more details or to order, please contact the Mustang customer service hotline at (800) 243-1392, or click on www.mustangseats.com/Mustang/Comfort-for-a-Cause. If you would like to support the Breast Cancer Research Foundation but don't want to sport a pink helmet like Eddie or put a pink saddle on your bike, link to them directly at www.bcrfcure.org/

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