



**FOR IMMEDIATE RELEASE**

Contact: Becky Prater  
(303) 881-0872  
[becky@beckonsyoga.com](mailto:becky@beckonsyoga.com)

***Beckons® Clothing supports the fight against breast cancer  
by partnering with The Libby Ross Foundation***

**2007:** Beckons® Clothing is proud to announce its partnership with The Libby Ross Foundation in an effort to support the fight against breast cancer during the month of October. Ten percent of Beckons® sales from The Y Catalog will benefit the Foundation's Yoga Program for Breast Cancer Survivors. Through The Y catalog's 600,000 household distribution, Beckons® and The Libby Ross Foundation will reach a nationwide audience in an effort to educate the community on the positive effects of yoga for breast cancer patients.

"The gentle organic fabric and feminine style of Beckons® Clothing will bring comfort and a feeling of beauty to cancer survivors and all who wear our clothing," noted Becky Prater and Ann Sather, co-owners and designers of Beckons®.

Founded in loving memory of Elizabeth (Libby) Ross, both founders of The Libby Ross Foundation have had first-hand experience with Breast Cancer in their families and started this organization to prevent other women and other families from experiencing the devastation of the disease. The charity's mission is to make a significant difference in the lives of women afflicted with breast cancer through unique support programs in addition to helping to eradicate the disease through research and early detection.

"The Libby Ross Foundation would like to thank Beckons® for its dedication to the fight against breast cancer," said Lori Ross, Chairman and Co-founder, The Libby Ross Foundation. "We are thrilled to be part of Beckons' efforts to provide women with the ability to feel at ease with their bodies while practicing yoga."

**ABOUT BECKONS® CLOTHING**

In an effort to bring balance to their lives through yoga, two entrepreneurial moms recognized a need for clothing for the yoga novice, as well as the yogi, and for every body type and started Beckons® Clothing. Using the finest organic cotton and sustainable fibers, Beckons® combines great fit, feminine styling and vivid colors to create eco-conscious garments that transition beautifully from practice to play.

**ABOUT THE LIBBY ROSS FOUNDATION**

Founded in 1999, in memory of Elizabeth "Libby" Ross, who lost her battle with breast cancer on July 24, 1998, The Libby Ross Foundation is a New York based not-for-profit organization whose mission is to make a significant difference in the fight against breast cancer through development and funding of programs for outreach and support as well as treatment and research. It is the Foundation's goal to become a national advocate in the fight against breast cancer.

**For additional information, please call (303) 881-0872 or visit [www.beckonsyoga.com](http://www.beckonsyoga.com)**