



Bike World News
Cycling news, race results, new p

BikeWorldNews.com

March 15, 2011

Osprey Releases Special Edition Women's Hydration Pack to Benefit the Breast Cancer Fund

Featuring: Verve 10

Monthly Traffic: 19,600

URL: <http://tinyurl.com/4f539au>

Osprey Packs, Inc., a leader in creating top-quality, high-performance, innovative packs to comfortably and efficiently carry gear, has announced their latest support effort for the Breast Cancer Fund, the leading national non-profit dedicated to identifying and eliminating the environmental causes of breast cancer. Osprey has produced a special, limited-edition version of their popular women's multisport hydration pack, the Verve 10. \$4 of the purchase price of each pack will be donated to the Breast Cancer Fund, with a minimum of \$5000 guaranteed by Osprey.



The special edition Verve 10 is amethyst with a front pocket screen of the iconic Breast Cancer Fund prayer flags that carry messages of love and healing and help to support breast cancer prevention. As with all Osprey packs, the Verve 10 is free of BPA, PVC/phthalates and triclosan. "We are committed to the Breast Cancer Fund and their vital work in making the world a healthier and safer place for everyone," said Gareth Martins, marketing director of Osprey. "This season, we are proud to show our continued support of this important organization through these special edition packs designed specifically for women." Osprey has been a strong supporter of the Breast Cancer Fund for several years. Since 2005, they have been a corporate sponsor of Climb Against the Odds, the organization's annual mountaineering expedition that has raised over \$5 million to support the organization's groundbreaking work to eliminate the environmental causes of breast cancer. Last year's ascent of California's Mount Shasta was especially personal for Osprey, as the team included Osprey ProDeal & Program Pack Manager Sarah Harper Burke. This year, Osprey is supporting Osprey Rocky Mountain territory sales representative, Leta Sharpe, in the Breast Cancer Fund's Climb Against the Odds that will be taking place on Mount Shasta in June. The women-specific Verve 10 is ideal for gals on the go, be it mountain biking, trail running or day hiking. Breast Cancer Fund Special Edition Verve 10- MSRP: \$84

