



**For Immediate Release**

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### **Lion Apparel Expands Pink Helmet Program to Support Breast Cancer Awareness**

**DAYTON, OHIO** – June 3, 2009 – Lion Apparel is proud to announce the expansion of its pink fire helmet program. As the world's largest supplier of firefighter protective clothing, Lion is partnering with dealers and fire departments across the United States to raise awareness and funding for breast cancer research. From its custom color helmet program, Lion offers pink modern style Legacy 5™ and traditional style American Classic™ Paul Conway Helmets™ which firefighters can wear to show their support for National Breast Cancer Awareness Month in October. Lion will donate proceeds from pink helmet sales to the Breast Cancer Research Foundation on behalf of each purchaser.

Last fall, Lion Apparel partnered with Huntington Beach Fire Fighters Association and the Orange County Fire Fighters Authority, both in California, to help raise awareness and financial resources for breast cancer. The proceeds from the orders totaled \$1,000 and were donated to The Breast Cancer Research Foundation.

"Lion Apparel is the only manufacturer to offer exact Pantone® Matching System (PMS) or sample matching color," said Teresa Lawson, product manager for Lion's Paul Conway Helmets™. "We're proud and excited to partner with firefighters who want to wear pink helmets during the month of October to show their support for breast cancer awareness and research to combat this deadly disease."

For dealer and ordering information, call 800.421.2926 or e-mail [LionPSG@lionapparel.com](mailto:LionPSG@lionapparel.com). For more information on Lion's custom color helmets, visit

<http://www.paulconwayhelmets.bz/customcolorhelmets.shtml>

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Lion Apparel Inc. is a 111-year-old, family owned global company based in Dayton, Ohio, USA. Through offices in the U.S., Canada, U.K., Germany, France, Australia and Spain, Lion serves the uniform and personal protective equipment (PPE) and logistics requirements of police and fire departments, civilian government agencies, emergency services, and military organizations around the world. Each and every day, Lion fulfills the personal safety, readiness and identity needs of its customers worldwide.