



Created by Survivors for Survivors.

Press Release:

For Immediate Release

02/25/08

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KIMO KARDS ANNOUNCES SPONSORSHIP OF EIF REVLON RUN/WALK FOR WOMEN

Atlanta, Georgia – Kimo Kards™ will be a participating sponsor of the Entertainment Industry Foundation's (EIF) 11th Annual Revlon Run/Walk for Women in New York City on May 3, 2008. Kimo Kards will also work to raise funds for the charity event, through on-line sales of its full line of cancer recovery cards.

The EIF Revlon Run/Walk for women is a 5K run/walk beginning in Times Square and finishing in the East Meadow of Central Park. Over 40,000 participants will travel the 5k route to raise awareness and critical funds for women's cancers research, counseling and outreach programs. Created in 1993 through the committed and collective efforts of the Entertainment Industry Foundation, Lilly Tartikoff, and Ronald O. Perelman, The EIF REVLON Run/Walk For Women has grown to become one of the nation's largest 5K fundraising events. To date, the Run/Walks (LA/NY) have distributed nearly 50 million dollars for cancer research, counseling and outreach programs. Thanks in part to these funds, new treatments are being developed, and lives are being saved.

"As a women's cancer survivor, I am thrilled that our new company can help in the fight against cancer and make a contribution to this wonderful event", said Debbie Trujillo, Kimo Kards™ co-founder. Kimo Kards™ will be on-site with their complete line of cards on display and distribute free "survivor" cards, with words of support and congratulations to runners and walkers. "We also hope to collect many more personal survivor stories to add to our website, www.KimoKards.com, so that others will be encouraged on their journey to recovery".

Kimo Kards™ are the first, full line of greeting cards "Created by Survivors for Survivors" for those undergoing chemotherapy and other cancer treatments. When words fail friends and family, Kimo Kards™ are there to provide just the right thoughts of support and encouragement. Kimo Kards™ are printed on white porcelain card stock, with touching photographs, brilliantly UV coated and sold nationwide at select boutiques and leading cancer centers. The messages are positive; designed to encourage men, women and children in different ways, including humor, inspirational, and empowering words.

For more information, please contact either Debbie Trujillo at (813) 966-2520 or Joy Kramer at (404) 274-0068, or you can visit their web site at www.KimoKards.com.

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