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Newton Supports Prostate Cancer Research

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Newton Running has set out to raise \$100,000 dollars for the Prostate Cancer Foundation (PCF) through Athletes for a Cure (AFAC). Several fundraising efforts have been planned around the 2010 Subaru Ironman Canada, which will takes place on August 29th.

"I've fought through prostate cancer personally and we're proud to lend our support to a cause that is dedicated to fighting a disease that will affect one in six American men," states Newton co-founder Jerry Lee, who has committed to compete in the 2010 Subaru Ironman Canada, his first Ironman race. "I'm dedicating my race to the many men and their families who have suffered because of this disease."

Newton Running is offering 25 spots on its official race team to individuals who raise a \$3,000 donation or more for the Prostate Cancer Foundation.

Team Newton Running members will receive:

- Entry into the sold-out Subaru Ironman Canada
- VIP entry to Ironman Canada events
- Access to the designated Team Newton Running race transition area
- Pre-race BBQ
- One pair of Newton Running Performance Trainers and one pair of Performance Racers
- Team Newton Running cycling kit and race kit
- One pair of limited edition PCF Performance Racers

Additionally, donations are being solicited on the Team Newton website. In order to encourage donations through its retail channel, Newton has created a competition among its retailers to see who can raise the most money. The winning stores will receive special recognition at Newton Running's 2010 Retail Summit in Boulder, Colo. this summer.

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