

FOR IMMEDIATE RELEASE

New Sleepwear that Eases Effects of Cancer Treatments Will Help Fund Gynecologic Cancer Research and Public Education

Washington, DC (September 15, 2004) -- Wicking J. Sleepwear today announced the availability of a new lavender night shirt designed to reduce the effects of night sweats or hot flashes for women who experience these symptoms due to menopause, cancer treatments, medicine or other health issues. As part of the company's focus on improving treatment and care for women, Wicking J. Sleepwear also announced that a portion of the sales of the new night shirt, called the "Helen Carol," and its other sleepwear products will be given to the Gynecologic Cancer Foundation (GCF).

To further promote awareness of gynecologic cancers, the "Helen Carol" night shirt and other Wicking J. Sleepwear items will feature a hang tag with a message about the importance of scheduling an annual exam to protect gynecologic health. The tag also provides contact details for further information about GCF and the Women's Cancer Network, a Web site which provides women's cancer resources, including a free, confidential risk assessment.

"It's a wonderful feeling to add another dimension to retail – to bring a potentially life saving message to the women who wear our product," said Kendra Novick, Founder of Wicking J Sleepwear.

"We are pleased to work with Wicking J. Sleepwear to inform women about the critical importance of annual exams to maintain gynecologic health," said GCF Chairman Karl C. Podratz, M.D., Ph.D. "Especially during Gynecologic Cancer Awareness Month, every woman we can reach with information about gynecologic cancers is another woman we can educate."

As the not-for-profit charitable organization of the Society of Gynecologic Oncologists, GCF seeks to ensure public awareness of gynecologic cancer prevention methods, early diagnosis and proper treatment. This September, to mark Gynecologic Cancer Awareness Month, GCF has worked with governors of all 50 states to have the month officially designated in order to spread awareness of gynecologic cancers.

The Gynecologic Cancer Foundation is a not-for-profit charitable organization established by the Society of Gynecologic Oncologists in 1991 to support research related to gynecologic cancers, to fund training of clinician scientists, and to increase public awareness and information related to gynecologic cancers and their precursors. The mission of the Gynecologic Cancer Foundation (GCF) is to ensure public awareness of gynecologic cancer prevention, early diagnosis and proper treatment. GCF advances this mission by increasing public and private funds that aid in the development and implementation of programs to meet these goals. GCF was named by Worth Magazine as one of "America's 100 Best Charities." Of the 26 health organizations listed, GCF was one of only two organizations solely focused on women's health. For more information, please visit www.wcn.org or call 1-800-444-4441.

#

Media Contact
Arieff Communications
Adrienne Arieff – aa@arieff.com
Carolyn Alburger – calburger@arieff.com
Tel: 415-487-9311
Fax: 415-487-1931

Gynecologic Cancer Foundation Contact
Ann DeFabio
Tel: 202-530-4660