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**Wicking J. Sleepwear to Help Raise Awareness for the Gynecologic Cancer
Foundation**

September Declared Gynecologic Cancer Awareness Month (GCAM)

San Francisco, CA (August 11, 2003) — Kendra Novick, Founder and President of Wicking J. Sleepwear, a line designed to help ease night sweats, will speak up on behalf of the Gynecologic Cancer Foundation (GCF) to improve understanding of gynecologic cancers. For the past four years, the Gynecologic Cancer Foundation has declared the month of September as GCAM, and has worked to help raise awareness nationally by educating millions of women across the country about gynecologic cancer-related issues, including the importance of early detection and prevention.

Kendra Novick is doing her part in promoting this effort. In addition to donating a portion of Wicking J. Sleepwear's sales to GCF on a year-round basis, Ms. Novick will raise awareness by speaking out to her local community in Colorado. "We as individuals, as a community, can do more to raise awareness and educate women that they can prevent gynecological cancers by being screened early and taking risk assessment tests, encouraging each and every friend, daughter, sister and mother to take her health into her own hands," said Ms. Novick.

Gynecologic cancers include cancers of the female reproductive tract, such as ovarian, uterine, vaginal, cervical, vulvar and tubal cancer. In 2002, more than 83,000 women were diagnosed with a gynecologic cancer, making it the fourth most common cancer group in American women.

In every community across the United States, individuals and organizations are speaking out to educate women and raise awareness to fight gynecologic cancers through early detection and prevention.

About Wicking J. Sleepwear

Entering the U.S. retail market in summer 2003, Wicking J. Sleepwear is a fashionable and comfortable line designed for women. The "wicking" fabric of the sleepwear eases a night's sleep for women experiencing hot flashes and night sweats from menopause, or ailments associated with hormone imbalances such as diabetes, thyroid conditions, and cancer treatments. Wicking J. Sleepwear is made in the United States.

For more information, please visit: www.wjsleepwear.com

About The Gynecologic Cancer Foundation

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/gcf

About Gynecologic Cancer Awareness Month

Gynecologic Cancer Awareness Month seeks to educate millions of women about detection and prevention tools that can help save lives through four steps:

G: Get to know your family history.

C: Conduct an online risk assessment at www.wcn.org

A: Ask questions and educate yourself about gynecologic cancers.

M: Make an appointment for your annual gynecologic exam and be screened.

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