



## LESS BOUNCE

### PINK AEROBICS

#### OBJECTIVE

Storm was brought in by Less Bounce, the UK's leading sports bra e-retailer, to create awareness and a buzz around its Pink Aerobics event, which aims to raise money for Breast Cancer Care during Breast Cancer Awareness Month in October each year. Storm's brief was to generate pre-event coverage to encourage participants, get media friendly celebrities on board, and publicise the event to maximise coverage for Less Bounce.

#### SOLUTION

Storm devised a hard working editorial campaign around the flagship event in Regent's Park, London using press releases, case studies and celebrity interviews and photocalls to secure coverage for Pink Aerobics in the key health and fitness press and London media. Storm also approached target celebrities for their support either via attendance at the event, in pre-publicity, at the event photocall or through support quotes and fitness tips.



#### ▶ RESULTS

The campaign achieved all its objectives. Attendance at the London event tripled from the previous year, due in part to the excellent pre-event coverage in key health and fitness titles.

In total over 70 items of coverage, including a 3-minute interview on ITV's London Tonight, generated over 17 million opportunities to see and an EAV of over £120,000, delivering ROI of ten times total PR budget. Storm also secured Kate Lawler to attend the event and acts as the official spokesperson, as well as the support of other celebrities including Emma Thomson, Kate Winslet, Christine Hamilton, Liza Tarbuck, Sarah Cawood, Lee Latchwood Evans and Nicki Waterman helping to secure news.



# London Today



## PINK AEROBICS

LessBounce are preparing for their second annual 'Pink Aerobics' fundraising event in October 2004 with the aim of raising £200k of Breast Cancer Care, the leading provider of nutrition and support. On October 2nd (2-4pm), we will again be holding London's largest outdoor aerobics class where over 1,000 ladies are expected to be jumping up and down in pink to support this worthy cause!

This unique flagship event will be supported with simultaneous 'pink aerobathon antics' all across the UK, run either through your nearest LA Fitness health club or numerous other events arranged in independent health clubs or village halls across the country! For information on your nearest class, simply log onto [www.lessbounce.com](http://www.lessbounce.com) for more details!

For aerobic instructors or pink fundraisers wanting to arrange their own event, a comprehensive pack is available including all promotional materials, music CD's, t-shirts and advice.

So raise your arms, raise your knees - Get involved and raise some much needed cash for Breast Cancer Care for 2004!

To find out more details of your nearest class, register or organise your own Pink Aerobics class visit [www.lessbounce.com](http://www.lessbounce.com) or [www.breastcancercare.org.uk](http://www.breastcancercare.org.uk) or call LessBounce direct on 01980 671305.

# Personal Trainer



## Pink in the Park!

LessBounce is preparing for its second annual Pink Aerobics fundraising event in October 2004 with the aim of raising £200k of valuable funds for Breast Cancer Care, the UK's leading provider of breast cancer information and support.

On October 2nd, Regents Park will again be transformed into London's largest outdoor aerobics class where over 1000 ladies are expected to be jumping up and down in pink.

This worthy event will be supported with simultaneous pink aerobathon antics all across the UK, run either through your nearest LA Fitness health club or numerous other events arranged in independent health clubs or village halls across the country! For aerobic instructors wanting to arrange their own event, a pack is available including all promotional materials, CD's and t-shirts. For details of your nearest class, to register or to organise your own Pink Aerobics class visit [www.lessbounce.com](http://www.lessbounce.com) or [www.breastcancercare.org.uk](http://www.breastcancercare.org.uk), or you can call LessBounce direct on 01980 671305.

## jump to it

Do your bit for charity. Get fit, have fun and mingle with the stars at the Pink Aerobics event on Saturday 2 October. Organised by company LessBounce, the event takes place at Regent's Park and will be London's largest outdoor aerobics class. It aims to raise £200k for Breast Cancer Care. Over 1,000 participants - including Page 3 girl Nicola McLean, Kate Lawler, Sarah Cawood, Christine Hamilton and ex Steps singer Lee Latchford Evans - are expected to be

jumping up and down in pink to support this worthy cause. So raise your arms, lift those knees and get involved in this fun event. For aerobic instructors or anyone else who wishes to arrange their own 'Pink Aerobics' event, a pack is available. It includes all the promo materials - music CD's, t-shirts and advice. To find out more or to register for the event, visit [www.breastcancercare.org.uk](http://www.breastcancercare.org.uk) or [www.lessbounce.com](http://www.lessbounce.com) Or call LessBounce direct on 01980 671305.



# Women's Health

## PINK AEROBICS

We've joined forces with sports bra retailer LessBounce to sponsor this year's Pink Aerobics event. Taking place in London's Regent's Park on Saturday 2 October at 2pm, this two-hour aerobics fest is organised in aid of Breast Cancer Care. Coordinated events will take place at gyms and health clubs across the country, so see [www.lessbounce.com](http://www.lessbounce.com) to take part and start collecting sponsors now!

See next month's issue for more details



## THE PINK issue

# 10 ways to support your breasts

Wear a pink ribbon, throw a party or jump out of a plane - there are lots of ways every one of us can support Breast Cancer Awareness Month

**1** **Wear a pink ribbon**  
Wear one during 10 days in October. It's a simple way to show your support. You can buy one from any charity shop or online. It's a simple way to show your support. You can buy one from any charity shop or online. It's a simple way to show your support. You can buy one from any charity shop or online.

**5** **Get a mammogram**  
If you're over 50, get a mammogram every two years. It's a simple way to show your support. You can buy one from any charity shop or online. It's a simple way to show your support. You can buy one from any charity shop or online.

**2** **Wear a pink top**  
Wear a pink top on October 2nd. It's a simple way to show your support. You can buy one from any charity shop or online. It's a simple way to show your support. You can buy one from any charity shop or online.

**6** **Donate to Breast Cancer Care**  
Donate to Breast Cancer Care. It's a simple way to show your support. You can buy one from any charity shop or online. It's a simple way to show your support. You can buy one from any charity shop or online.

**3** **Wear a pink ribbon**  
Wear a pink ribbon on October 2nd. It's a simple way to show your support. You can buy one from any charity shop or online. It's a simple way to show your support. You can buy one from any charity shop or online.

**9** **Wear a pink ribbon**  
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# GLAMOUR & GOSSIP TO GO! EVERY FURKNIGHT! more

**Kate Lawler's body**

What are your favorite workouts? How do you stay in such good shape? Any tips for staying fit? What are your favorite body parts? Do you have any fitness goals? Do you have any fitness secrets? Do you have any fitness secrets? Do you have any fitness secrets?



"My best tip for toning up is having a good boogie with your mates!"  
Kate Lawler  
TV presenter

## EXTREME SPORTS SPECIAL

Meet LINDA LUSGARD, the new face of...

## Miami Vice: Lose weight the South Beach way

Jump to it! Kate Lawler rallies support for breast cancer.

# FITNESSFIRST

# Health & Fitness

## SLIMMING

SEARCH

HELP RAISE MONEY FOR BREAST CANCER RESEARCH BY TAKING PART IN A LESSBOUNCE PINK AEROBICS AFTERNOON. ALL YOU NEED IS SOMETHING PINK TO WEAR AND SOME SPARE TIME AND ENERGY.

The main event takes place at London's Regents Park and will also be supported by other pink aerobathons across the UK organised through your nearest LA Fitness health club and other independent clubs. Saturday 2 October from 2-4pm. For more info, call 01980 671305 or visit [www.lessbounce.com](http://www.lessbounce.com) or [www.breastcancercare.org.uk](http://www.breastcancercare.org.uk)

PLUS! COMPLEMENTARY THERAPY GUIDE + FAIR TRADE GOODIES + PILATES FOR PREGNANCY + COSY, COMFY FASHION + COMPETITIONS AND READER OFFERS + ALL THE LATEST HEALTH, FITNESS AND LIFESTYLE TIPS