



Dig Pink™ Announces Nationwide Partnership with Five National Volleyball Tournaments

Washington DC (December 11, 2008) – Dig Pink™, the fund raising arm of the Side-Out Foundation, announced today that they will partner with five national volleyball tournaments to host the Dig Pink Tour™ in an effort to raise money for breast cancer awareness and research. Close to 50,000 players ages 12-18 from across the U.S. will play in the five tournaments, four of which are qualification tournaments for the volleyball Junior Olympic Championships in June in Miami. The tournaments involved in the Dig Pink Tour™ include: Capitol Hill Classic (Washington DC Convention Center Feb. 14-16), Colorado Crossroads (Denver Convention Center March 14-16 and 20-22), Big South National Qualifier (Georgia World Congress Center, Atlanta April 3-5), Northern Lights National Qualifier (Minneapolis Convention Center April 17-19 and 24-26) and Far Western National Qualifier (Reno Convention Center April 18-20 and 24-26).

Beginning this month, players who compete in the five tournaments will be encouraged to work together with their team to raise money for breast cancer awareness, education and research. In order to be a Dig Pink Tour™ Team, the players are encouraged to raise a minimum amount of pledges (\$500) by the start of each event. All five of the tournaments are labeling the second day of competition as Dig Pink™ Day.

Each Dig Pink™ Team will receive a variety of pink accessories which they will wear for Dig Pink™ Day. With each tournament hosting close to 9,000 athletes in one facility, the visual will be an overwhelming and hair-raising “sea of pink”.

“Our partnership with the qualifiers is a dream-come-true for the Side-Out Foundation and its Dig Pink™ moniker, said Rick Dunetz, founder and chairman of The Side-Out Foundation. “Dig Pink™’s involvement at the club level is crucial to our organization’s success as well as to building awareness of breast cancer among young girls and women, Our Dig Pink™ October campaign raised over \$300,000 from the 800 high schools and colleges that participated. Our goal for 2009 is to raise \$1 million dollars.”

In addition, Dig Pink™ Teams will also be awarded Dig Pink™ Dollars, according to the amount of money they raise, to spend on merchandise and/or equipment for their club team.

About The Side-Out Foundation and Dig Pink™:

The Side-Out Foundation (Side-Out) was established in 2004 by a group of individuals drawn together by their love of volleyball, but who also share a similar passion to be a part of the war against breast cancer. The Foundation name underscores the purpose of the organization – “side-out” in volleyball occurs when one team wins a point while its opponent is serving, thereby regaining serve or control of play. Likewise in the war against cancer, Side-Out will support healthcare professionals and researchers as well as help women and men with cancer maintain / regain control of their own lives through improved awareness, education, detection, treatment, and cure...thereby enabling them to live life to the fullest.

To find out more about The Side-Out Foundation and the incredible story on how they got their start, log on to www.digpink.org.

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