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HaberVision's First Annual "Turning Pink" Campaign a Success

In Honor of Breast Cancer Awareness Month

For Immediate Release

Golden, Colorado - On October 31, 2011, HaberVision completed its first annual "Turning Pink" campaign for Breast Cancer Awareness Month, an effort to increase awareness, research and care of individuals. The campaign raised funds from proceeds of pink item sales during the month and donations were made to organizations in support.

"We are extremely happy with the results from our first annual campaign.", states Jani Shoemaker, VP of Sales and Marketing. "HaberVision would like to thank everyone who participated this past month in making a difference in someone else's life. We are proud to present a check to the Pink Ribbon Riders in providing direct financial assistance to men and women that are diagnosed with breast cancer."

HaberVision would like to thank our customers, partners and Affinity Reps that helped make this campaign a success. We look forward to working with everyone again next year and spreading the word for breast cancer support.

[Pink Ribbon Riders](#) promote breast cancer awareness in the motor sports industry for both men and women, while raising funds for those in need. In combining these two goals they hope to bring people in the community closer as this disease not only affects those diagnosed but also those who love them. "Riding in honor and in memory of those we love".

About HaberVision

HaberVision is headquartered in Golden, Colorado. Founded by Steve Haber, the developer of the Bolle' brand, brings you a fresh new brand of sunglasses and goggles. Combining the latest in light management systems and coatings with lens/frame materials maximizing performance and comfort. HaberVision is an *online only* retailer and all products are sold exclusively through the company's website at www.habervision.com.

39 eyewear product styles now available (7 goggles and 32 sunglasses) in a variety of colors.

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