

NEWS

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FOR IMMEDIATE RELEASE

Bionic Gloves Helping USA Cares Give a ‘Hand Up’ Company donating portion of holiday sales as part of new partnership

RADCLIFF, KY Bionic Gloves, sister company to Louisville Slugger, is partnering with USA Cares in support of its mission to help military families. Fitting the USA Cares “A Hand Up, Not a Hand Out” motto, Bionic, which sells sports and fitness gloves designed by an orthopedic surgeon, will work hand in hand with the organization to promote the charity’s outreach efforts.

Both Bionic and Louisville Slugger are divisions of Louisville-based Hillerich & Bradsby Co., which also owns PowerBilt golf equipment.

“It’s a worthy cause,” Bionic Director of Sales and Marketing Vickie Boisseau said. “We want to get the message out to as many people as possible ... it’s about giving back.”

Bionic has set up a charity code for USA Cares



USACARES – that used when ordering any Bionic glove on the Bionic gloves web site, <http://www.bionigloves.com>, will send a portion of the proceeds to USA Cares. Bionic will get the word out about USA Cares through its holiday e-mail blast and podcast PSAs.

“It’s an incredible gesture of support on their part,” USA Cares Director of Business Development Kim Moorman said.

The gloves, invented by renowned orthopedic surgeon Dr. Jim Kleinert, are designed based on the anatomy of the human hand and the science of ergonomics to provide comfort, fit, performance and durability. The gloves are available in a wide variety of styles, from golf and fitness to gardening and motorcycling. Prices range from \$25 to \$70; you can purchase gloves from their web site, <http://www.bionigloves.com> or by phone at 1-877-5-BIONIC. Be sure to enter the USA Cares charity code: USACARES.

“This partnership is so fitting,” USA Cares Executive Director Bill Nelson said. “We hope to continue it for a long time to come.”

About Bionic Gloves

Bionic Gloves is a division of Louisville-based Hillerich & Bradsby Co., the family-owned, 124-year-old manufacturer that also makes legendary Louisville Slugger baseball bats and gloves and PowerBilt golf equipment. Bionic gloves, invented by orthopedic surgeon Dr. Jim Kleinert, are made for golf, gardening, dress/driving, sports, fitness training and other recreational activities.



About USA Cares and Share A Minute

USA Cares is a nonprofit 501(c)(3) organization that helps military families bear the burdens of service with financial and advocacy support. Its mission: to assist wounded warriors and their families, to prevent home foreclosures and evictions and to help with basic needs during financial crisis. Share A Minute asks Americans to donate \$25 to represent one minute of a Soldier, Sailor, Airman or Marine's full 525,000 minute tour of duty. In five years, USA Cares has helped 12,000 clients and distributed more than \$5 million in grants. Military families anywhere in America can apply for assistance through the USA Cares web site, <http://www.usacares.org/> or by calling 1-800-773-0387. For more information on USA Cares contact jrevell@usacares.org.

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