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**Tiger Balm U.S. Sponsors 2014 Avon Walk for Breast Cancer Chicago**

*Maker of popular topical pain relievers will distribute free samples  
to Walk participants*

HAYWARD, Calif.--May 14, 2014--Tiger Balm U.S. ([www.tigerbalm.com](http://www.tigerbalm.com)) is proud to announce its third year as a Premier Sponsor of the Avon Walk for Breast Cancer Chicago. The two-day walk takes place May 31 and June 1 between Soldier Field and Horner Park.

As part of its sponsorship, Tiger Balm U.S. will distribute free samples of Tiger Balm Ultra Strength Pain Relief Ointment from its tent at the Avon Wellness Village on the first day of the Walk.

"For nearly 100 years, Tiger Balm has been committed to providing relief from pain and suffering," said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc., the sole licensed United States distributor for all Tiger Balm products. "The Avon Walks provide vital support to people suffering from breast cancer, and we are honored to join Avon and the people of Chicago in our common fight against this terrible disease."

**Commemorative photos available at the Tiger Balm U.S. tent**

Tiger Balm U.S. is also providing a photo booth kiosk where Walk participants can pose for free souvenir photos to mark the significance of the day. Participants will receive a printed photo and will also be able to share their photos via email, text message, and social media.

**Tiger Balm gift packs awarded for best event photos/videos**

Additionally, Tiger Balm U.S. will give away three gift packs filled with \$300, \$200, or \$100 worth of Tiger Balm U.S. products and gear. Walk participants can enter to win by following @Tiger\_Balm\_US on Twitter and Tweeting a photo or video from the event. The photo or video should feature themselves at the Tiger Balm U.S. tent, or elsewhere at the event with the free sample, and the Tweet must include the hashtags #TigerBalm and #AvonWalksCH.

Entries can be submitted through the photo booth kiosk at the Tiger Balm U.S. tent or via smartphone during the event. Alternatively, entrants can also submit it from a computer by 11:59PM PDT June 2, 2014. The winners will be selected from all eligible entries by Tiger Balm U.S. representatives.

### **Tiger Balm U.S. joins the ongoing fight against breast cancer**

Tiger Balm U.S. is also sponsoring two other Avon Walk for Breast Cancer events in 2014, including the Walks in [San Francisco](#) (July 12 and 13) and [New York](#) (October 18 and 19).

In addition to sponsoring key local events, Tiger Balm U.S. is raising awareness for the Avon Walk message on a national level by including Avon stickers on the packaging of Tiger Balm Neck & Shoulder Rub and Tiger Balm Pain Relieving Patch, which are sold at Walgreens, Vitamin Shoppe, and other fine retailers across the country.

### **About the Avon Walk for Breast Cancer Series**

The Avon Walk for Breast Cancer series is a project of the Avon Foundation for Women, a 501(c)(3) public charity. Since its launch in 2003, the Avon Walk for Breast Cancer series has raised more than \$500 million through the dedication of more than 192,000 participating women and men from across the country, including thousands of Avon Associates and Representatives. The Avon Foundation awards the funds raised to local, regional and national breast cancer organizations to support breast cancer education, screening and diagnosis, access to treatment and support services, and research. Visit [www.avonwalk.org](http://www.avonwalk.org) for more information.

### **About Tiger Balm U.S.**

Prince of Peace Enterprises, Inc. ([www.tigerbalm.com](http://www.tigerbalm.com)) introduced the world-famous Tiger Balm brand to the United States mainstream market in 1986 and has been the sole licensed U.S. distributor for all Tiger Balm products since.

Trusted by millions for nearly 100 years, Tiger Balm's time-proven blend of herbal ingredients provides safe and effective relief for sore muscles, arthritis, neck and shoulder stiffness, and just about any other minor muscle or joint aches or pains that may come your way.

Tiger Balm U.S. is on Facebook ([www.facebook.com/TigerBalmUS](http://www.facebook.com/TigerBalmUS)), Twitter ([www.twitter.com/Tiger\\_Balm\\_US](http://www.twitter.com/Tiger_Balm_US)) Pinterest ([www.pinterest.com/TigerBalmUS](http://www.pinterest.com/TigerBalmUS)), and YouTube ([www.youtube.com/user/TigerBalmUS](http://www.youtube.com/user/TigerBalmUS)).

Prince of Peace is headquartered in the heart of the San Francisco Bay Area, CA with additional branch offices in New Jersey, Los Angeles, Hong Kong, China, and Malaysia. To learn about other Prince of Peace corporate social responsibility emphasis, please visit [www.popsfoundation.org](http://www.popsfoundation.org).

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