



FOR IMMEDIATE RELEASE

Contact: Tiger Balm
Hilary Price, 415-834-3190
info@mytigerbalm.com

Tiger Balm Sponsors Avon Walk for Breast Cancer Events

Maker of popular external analgesics to distribute free samples and coupons to Walk participants

June 25, 2012--HAYWARD, Calif.--Tiger Balm (www.tigerbalm.com/us) is proud to announce that it has signed on as a Premier-level Sponsor for three Avon Walk for Breast Cancer events in 2012. The first event took place in Chicago on June 2-3; the others will take place in San Francisco on July 7-8, and New York City on October 20-21.

"In addition to sponsoring key local events, we are also promoting the Avon Walk message on a national level through customized packaging for Tiger Balm Neck & Shoulder Rub, which is sold at Rite Aid, Walgreens, and other fine retailers across the country." As part of its sponsorship, Tiger Balm will distribute free samples of Tiger Balm Neck & Shoulder Rub and \$2 coupons for any Tiger Balm product from its tent at the Avon Wellness Village on the first day of each Walk.

"Tiger Balm is proud to join the Avon Foundation for Women in our collective fight against this terrible disease," said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc., the sole licensed United States distributor for all Tiger Balm products. "In addition to sponsoring key local events, we are also promoting the Avon Walk message on a national level through customized packaging for Tiger Balm Neck & Shoulder Rub, which is sold at Rite Aid, Walgreens, and other fine retailers across the country."

About the Avon Walk for Breast Cancer

The Avon Walk for Breast Cancer is a national series of 39-mile weekend fundraising events. Since its launch in 2003, the Avon Walk for Breast Cancer series has raised more than \$435 million through the dedication of more than 165,000 participating women and men from across the country, including thousands of Avon Associates and Representatives. The Avon Foundation for Women [a 501(c)(3) public charity] manages the funds raised, which it awards to local, regional and national breast cancer organizations to support five areas of the breast cancer cause, including awareness and education, screening and diagnosis, access to treatment, support services, and scientific research. For Walk details, please visit www.avonwalk.org.

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About Tiger Balm

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

Tiger Balm's time-proven blend of herbal ingredients provides safe and effective "Pain Relief Without the Pills™" for [joint and muscle strains](#) and [neck and shoulder pain](#), and offers [convenient pain relief](#) for just about any other aches and pains that may come your way.

Tiger Balm is on Facebook at <https://www.facebook.com/TigerBalmUS> on Twitter at https://twitter.com/tiger_balm_us, and on YouTube at http://www.youtube.com/user/TigerBalmUS?ob=0&feature=results_main.

Prince of Peace is headquartered in the heart of the San Francisco Bay Area, CA with additional branch offices in New York, Los Angeles, Hong Kong, China, and Malaysia.

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