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CONTACT: Shannon Baker  
GatesmanMarmionDrake+Dave, Inc.  
412-381-5400 x107  
[sbaker@gmdadv.com](mailto:sbaker@gmdadv.com)

**GABRIEL BROTHERS PACKS THE MOUNTAINEER HOUSE WITH PINK**  
*Retail Chain Supports WVU Women's Basketball Team's Breast Cancer Awareness Challenge*

MORGANTOWN, W.Va. – February 15, 2010— More than 6,000 fans attending yesterday's women's basketball game between the 9<sup>th</sup> ranked WVU Mountaineers and the No.13 Georgetown Hoyas arrived to find a Coliseum draped in pink, thanks in large part to hometown department store chain Gabriel Brothers' contribution of pink towels in support of the Women's Basketball Coaches Association Pink Zone Initiative, to raise awareness about breast cancer.

The local effort was part of a national "Pack the House Challenge," involving more than 400 colleges and universities in 32 conferences. Mountaineer fans were urged to wear pink, while coaches and players from both schools wore pink shoes and uniforms.

"Gabriel Brothers' is delighted to have the chance to support this important cause and we were especially excited to be a part of adding some extra pink to the Coliseum," said Art Gabriel Sr., President of Gabriel Brothers, Inc. "Not only does this initiative promote breast cancer awareness, both here and across the nation, it allows Gabriel Brothers to recognize the academic and athletic excellence of students in our local area."

On the court, the Mountaineers expanded upon their winning record with a 55-46 victory.

*About Gabriel Brothers:*

*Gabriel Brothers is a privately owned and operated off-price retail company headquartered in Morgantown, West Virginia, with locations in six (6) states across the Mid-Atlantic and Northeastern regions. Affiliate Rugged Wearhouse operates retail stores in nine (9) states across the South Eastern region of the United States. For more information, visit [www.gabrielbrothers.com](http://www.gabrielbrothers.com) or [www.ruggedwearhouse.com](http://www.ruggedwearhouse.com).*

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