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CURVES FOUNDERS' MAKE LARGE CHARITABLE DONATIONS – BUT NOT TO RADICAL PRO-LIFE GROUPS

Heavin's donations traced to organizations that promote health and wellness for women and their families

WACO, TEXAS. . . April 30. . . Gary Heavin, CEO and Founder of Curves International, today disputed recent reports in the San Francisco Chronicle and the San Jose Mercury News that he and his company donated as much as \$5 million to “radical pro-life groups” such as Operation Save America.

“Neither Curves International Inc., nor my wife, nor I gave money to Operation Save America or any other radical pro-life group. The newspapers in question flat out got it wrong”, Heavin said.

Heavin went on to point out that he and his wife support organizations that contribute to the overall health and wellness of women and their families in their local community of Waco, Texas. He specifically mentioned the work of Care Net, the Family Practice Center of McLennan County, and the McLennan County Collaborative Abstinence Project. These organizations confirmed receiving support from the Heavins.

“We have received a generous pledge for \$150,000 annually for five years from the Heavins”, said Care Net Director Cathy Sones. “The Heavin’s donation will help us provide health care services such as pregnancy exams, pap smears, vitamins and a planned adoption agency specifically to women who choose to follow through with an unwanted pregnancy.”

Family Practice spokesperson Allen Patterson said “We are a community healthcare center that provides the primary care to men, women and children of McLennan County. We serve more than half the vulnerable and underserved families in the county, and with the state budget crisis we were going to have to curtail many of those services. Gary and Diane Heavin made the largest donation in our history—\$600,000 a year for the next five years to replace the cut in state funding—so that we could continue to meet those needs. Additionally, they donated another \$150,000 a year to provide healthcare and health education for women, including wellness exams and pap smears.”

McLennan County Collaborative Abstinence Project. Director Dianne Hensley stated that her organization advocates and teaches abstinence programs in central Texas area schools. She also confirmed receiving support from the Heavins.

In discussing the possible ramifications of the erroneous reports in the California newspapers, Mr. Heavin said, “I’m confident that once our franchisees and members



learn the facts – that we support women’s health groups, not militant pro-life groups – they will understand and support us. I’m just sorry the newspapers’ errors caused confusion.”

In addition to support for local women’s groups, the Heavins have given hundreds of thousands of dollars to organizations like the Shriners Hospitals and recently paid for a new roof on the Natchez Children’s Home in Natchez, Mississippi. During the month of March, Curves facilities across the country collected more than 8 million pounds of food for their local food banks. Over the years, the Heavins have matched thousands of \$1000 charity requests from their franchisees, with the money going to local branches of organizations such as the American Cancer Society, the Arthritis Foundation, and the American Heart Association.

The Heavins support education as well. They have created a \$2 million college endowment for Thomas Edison State College in New Jersey. And recently, the media has been reporting the results of a Baylor University, 5-year, \$5 million dollar medical study funded by the Heavins to conduct research into methods of improving women’s health.

Heavin said, “My wife and I are proud of our efforts to improve the quality of life for women and their families.”

About Curves

Curves offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance. Curves also offers weight management counseling featuring a breakthrough, scientifically proven method to raise metabolic rate and end the need for perpetual dieting. Gary Heavin, Curves’ Founder and CEO, is the author of several books, including *The New York Times* Best-Sellers “Curves: Permanent Results Without Permanent Dieting” and “Curves On the Go.”

With more than 7500 locations and 3 million members worldwide, Curves is the world's largest fitness center franchise. For more information, please visit: www.curvesinternational.com.

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