

FOR IMMEDIATE RELEASE

## PacSun Signs on as Title Sponsor for Second Annual Pipeline to a Cure Gala

*Surfing Legends Laird Hamilton and Dave Kalama Will Return as Honorary Co-Chairs*

HUNTINGTON BEACH, Calif. (March 6, 2009) – Cystic Fibrosis Foundation, Southern California Chapter, is pleased to announce that PacSun has signed on for the second year to become the title sponsor for the 2nd Annual Pipeline to a Cure Gala to be held on Saturday, July 18, 2009 at the Hyatt Regency Huntington Beach, California. PacSun is a leading surf, skate and youth lifestyle retailer.

The CF Foundation's Pipeline to a Cure campaign was initiated after research showed that young cystic fibrosis (CF) patients who surf had healthier lungs. CF is a fatal genetic disease that causes the body to produce thick, sticky mucus, which clogs the lungs and leads to life-threatening lung infections. Doctors in Australia determined that inhaling saltwater mist has a powerful effect on rehydrating the lining of the lungs and allowing CF patients to more easily eliminate bacteria-contaminated mucus. This "saltwater" breakthrough has led to hypertonic saline treatments which CF patients around the world use daily.

The Pipeline to a Cure campaign is raising funds and increasing global awareness of the unique bond between the sport of surfing and those with cystic fibrosis. Last year's inaugural gala raised \$450,000 for more research and treatment development.

"The connection between the sport of surfing and cystic fibrosis is truly one-of-a-kind. There are very few sports in which active participation can have a beneficial impact on a life-threatening illness - in this case, by actually helping to fight the crippling effects of cystic fibrosis," said Stacie Perry, Action Sports Marketing Manager at PacSun. "This event is a fantastic opportunity to gather the surfing community together to support the fight against CF and to see firsthand the life-extending ability our sport offers. We are excited to announce the 2<sup>nd</sup> Annual PacSun's Pipeline to a Cure Gala."

On July 18, 2009, the CF Foundation together with honorary co-chairs and surf legends Laird Hamilton and Dave Kalama will host the gala at the Hyatt Regency Huntington Beach. Event co-chairs include Paul Motenko, co-founder of BJ's Restaurants; Jerry Hennessy, co-founder of BJ's Restaurants; Judy Burlingham, owner of Coast Benefit Consultants; and Todd Elder, owner of Newport Surf Camps.

"For the CF Foundation, the Pipeline to a Cure campaign and gala brings the CF message to a new audience of potential supporters with a passion for the ocean that provides healing benefits for CF patients," said James Goodson, Director of Special Events at the CF Foundation.

More than 70,000 CF patients face a daily battle, enduring hours of daily therapies and treatments to avoid the threat of mucus build-up in the lungs. While average life expectancy has doubled in the past 25 years to age 37 -- due to advances in treatment and care -- funding is still urgently needed to find the miracle drug leading to a cure.

## **About Pacific Sunwear of California, Inc.**

Pacific Sunwear is a leading lifestyle specialty retailer rooted in the youth culture and fashion vibe of Southern California. The Company sells casual apparel with a limited selection of accessories and footwear designed to meet the needs of teens and young adults. As of November 1, 2008, the Company operated 815 PacSun stores and 125 PacSun Outlet stores for a total of 940 stores in 50 states and Puerto Rico. PacSun's website is [www.pacsun.com](http://www.pacsun.com).

## **About the Cystic Fibrosis Foundation**

The Cystic Fibrosis Foundation is the leading organization devoted to curing and controlling cystic fibrosis. Headquartered in Bethesda, Md., the Foundation funds CF research, has 80 chapter and branch offices throughout the country, and accredits a nationwide network of 115 CF care centers, which provide vital treatments and other CF resources to patients and families. To advance the search for a cure, CFF has invested nearly \$300 million in promising scientific research in the biotechnology industry since 1998. As a result, the Foundation has more than 30 potential therapies in its drug discovery and development pipeline. Virtually every approved CF drug available today was made possible because of Cystic Fibrosis Foundation support. For more information visit - [www.cff.org](http://www.cff.org).

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