



# WWE® and Susan G. Komen® Encourage You to “Unleash Your Warrior” in the Fight against Breast Cancer

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STAMFORD, Conn.--(BUSINESS WIRE)-- WWE (NYSE: WWE) and Susan G. Komen® will continue their partnership for the sixth consecutive year to celebrate everyday heroes making a difference in the fight against breast cancer, encouraging them to “Be Strong, Act Bold, Always Believe,” a sentiment echoed by WWE Hall of Famer The Ultimate Warrior®.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171003005874/en/>

This year WWE created a commemorative, limited edition “Unleash Your Warrior” t-shirt that is available for purchase at WWEShop.com and at WWE live events, with 100 percent of net proceeds benefiting Komen research grants focused on metastatic breast cancer, a disease that is responsible for most of the nation’s 40,000 annual breast cancer deaths. Fans also have the option of donating \$1, \$5, or \$10 upon checkout, with all proceeds benefiting Komen.

WWE will utilize its global platforms including WWE Network, TV broadcasts, live events, PSAs, and digital and social media to generate awareness and encourage action. Throughout the month of October, the WWE announcer table, entrance ramp, ring skirts and digital signage will be co-branded, and the middle ring rope turned pink to promote the fight against breast cancer. WWE Superstars will wear co-branded “Unleash Your Warrior” apparel, and breast cancer survivors along with those still battling the disease, will be honored on WWE’s flagship TV programs, *Monday Night Raw*® and *SmackDown*® Live, both airing live on USA Network.

“We’re so grateful to be enhancing our partnership with WWE this fall in support of those 154,000 women and men currently living with metastatic breast cancer in the U.S.,” said Christina Alford, SVP of Development at Susan G. Komen. “We are encouraging WWE’s countless dedicated fans and supporters to unleash their warrior within and join us in the fight against breast cancer.”

“WWE is proud to expand our partnership with Susan G. Komen to raise funds and awareness in support of the courageous individuals battling metastatic breast cancer,” said Stephanie McMahon, WWE Chief Brand Officer. “This support is essential to improve the treatment and quality of life for the true warriors with this devastating disease, and we remain committed to standing side by side with Komen in the fight to end breast cancer.”

The “Unleash Your Warrior” campaign continues the history of success between Komen and WWE. The partnership launched in 2012 with the successful “Rise Above Cancer” campaign, and to-date, has raised \$2 million for breast cancer research, education and screening. You can learn more about this partnership by visiting [www.komen.org/wwe](http://www.komen.org/wwe) as Komen continues working toward their Bold Goal of reducing the nation’s 40,000 breast cancer deaths by 50 percent by 2026.

## **About Susan G. Komen®**

Susan G. Komen is the world’s largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$956 million in research and provided more than \$2.1 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life. That promise has become Komen’s promise to all people facing breast cancer. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).

## **About WWE**

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 20 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business, including anticipated release, marketing or involved talent for upcoming titles and productions; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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