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Hello Cup Partners with Global Women's Network 261 Fearless
Marathon legend Kathrine Switzer furthers mission of women's empowerment

New York City & Wellington, New Zealand 10/16/18: Hello Cup, a New Zealand start-up, announces its partnership with 261 Fearless, a global women's running and empowerment network. The collaboration aims to provide women a sustainable solution to their menstrual periods and a percentage of the sales of the special edition 261 Fearless cups will benefit this global Non Profit organization to further their mission of empowering women globally through running.

"The Hello Cup is a reusable, hygienic cup that is an alternative to traditional feminine sanitary products," said Robyn McLean who co-founded Hello Cup with registered nurse Mary Bond. "261 Fearless is an organization that gives women opportunities to run or walk and achieve a sense of accomplishment and empowerment. In celebration of our shared vision of creating access for women to fully participate in life, regardless of the time of month, Hello Cup has created a limited edition of special 261 Fearless Hello Cups."

The Hello Cup holds three times as much fluid as tampons and can be worn up to 12 hours. Produced in 261's signature 'fearless purple' color, the special cups will go on sale at one of the most famous running events in the world, the New York City Marathon.

"It's appropriate that we're launching our partnership at a running event that features over 20,000 women," stated Kathrine Switzer -- founder of 261 Fearless and winner of the New York City Marathon in 1974. "Everyone is nervous on race morning, but few are as nervous as those 3,000 or so women who are also having their periods. While we're hoping to help that situation, our partnership with Hello Cup is much broader than a race; it's about women everywhere, especially those who are missing valuable days of school, work and social engagement," said Switzer. "Often they are poor and cannot afford the monthly expense of sanitary products. 261 Fearless hopes to equip these disadvantaged girls and women with basic feminine humanitarian needs so they can engage and flourish. "

Both Hello Cup and 261 are passionate about the environment and the positive input menstrual cups can have when reducing sanitary waste. "Tampons and pads fill landfills globally and unfortunately are also increasingly found in our oceans and washing up on beaches. Hello Cups are not only reusable for several years, they are also recyclable, said McLean. "Women have enormous power to encourage sustainability

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when they have their periods through promoting the use of menstrual cups and other reusable sanitary products.”

The Hello Cup, which recently launched the first New Zealand menstrual cup designed specifically for teenagers, has become a global Kiwi success story since its inception late last year - but McLean and Bond say the opportunity to work with Kathrine and the 261 team has been a highlight for them to date.

“Kathrine is an inspiration to us,” said McLean. “Empowering women is something which drives her and it is also key to what the Hello Cup is about, so this collaboration is very exciting for us. We’re thrilled to be helping solve a conundrum female athletes have experienced for decades, as well as reaching out to women around the world. We want women to be empowered and educated about both their bodies and their options – and we’re so grateful for this opportunity to broadcast our message with 261 Fearless.”

The limited edition 261 Fearless Hello Cup will be on sale at the New York Marathon Expo from November 1 - 3, 2018 and online at www.thehellocup.com from November 1. Worldwide shipping is available. A percentage of all sales of the 261 Fearless Hello Cup will go to the global work of 261 Fearless and each of the 15 women running the marathon on behalf of 261 Fearless will receive a Hello Cup as a gift.

About Hello Cup

The Hello Cup is a New Zealand menstrual cup company that launched in December 2017, which has established itself quickly in both the New Zealand and international market. Hello Cups are made from medical grade thermoplastic elastomer and replace tampons and pads. They last for several years, hold three times more than tampons, are hypoallergenic and fully recyclable - making them a zero waste option. Founders Robyn McLean and Mary Bond, a registered nurse, are visible in the media and within the menstrual cup industry, and are persistent with their messaging around educating girls and women about cups, recycling, saving money and reducing menstrual waste.

About 261 Fearless

261 Fearless Inc. is a global non-profit organization founded by pioneer runner, Kathrine Switzer. 261 Fearless uses running as a vehicle to empower and unite women globally through the creation of local 261 Fearless running clubs, education opportunities, communication platforms, merchandising and events. Through

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these networking opportunities, 261 Fearless breaks down the barriers of geography and creates a global community for women runners of all abilities to support and talk to each other, encouraging healthy living and a positive sense of self and fearlessness.

www.261fearless.org

www.kathrineswitzer.com

www.thehellocup.com

NOTES TO EDITORS.

Kathrine Switzer and Robyn McLean are available for interview.

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