

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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COMPANY	AK Anne Klein
PRODUCT	AK Anne Klein Bangle Set
WEB ADDRESS	www.anneklein.com
PRODUCT DESCRIPTION	Silver Bangle Set of 3 with jacquard square charm with inset heart
SUGGESTED RETAIL PRICE	\$30.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	AK Anne Klein is donating \$60,000.
RETAIL AVAILABILITY	AK Anne Klein Retail Stores, Macy's, Gottschalks, Belk, Dillard's, Zappos.com
PRESS CONTACT	Amy Rapawy Senior Vice President of Marketing, Anne Klein AmyRapawy@ninewest.com

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Baccarat
PRODUCT	“B Spirit” Tourmaline Crystal Necklace
WEB ADDRESS	www.baccarat.com
PRODUCT DESCRIPTION	The “B Spirit” Necklace, designed with handcrafted tourmaline colored crystal on a multi-strand sterling silver chain, was exclusively created for The Breast Cancer Research Foundation. This playful yet elegant piece is meant to be worn day or night.
SUGGESTED RETAIL PRICE	\$465.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$65.00 from the sale of each necklace
RETAIL AVAILABILITY	Baccarat, (800)777-0100
PRESS CONTACT	Jaime Jimenez (212)826-2520 Jaime.Jimenez@baccarat.fr

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY

BNPink: “Jewelry Supporting Breast Cancer Research”

PRODUCT

“The Liz” Bracelet

WEB ADDRESS

www.BNPink.com

PRODUCT DESCRIPTION

A collection of extraordinary designs made with Swarovski® Crystal, Cultured Pearls, Venetian Glass, Lamp Work beads and sterling silver. Each piece is carefully handcrafted and named after someone supportive in the creator’s breast cancer treatment. A signature Bee for “Beelieving in a Cure” and silver awareness ribbon complete each design.

SUGGESTED RETAIL PRICE

\$198.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

15% of the retail price

RETAIL AVAILABILITY

www.BNPink.com. See our website for a listing of Fine Jewelry stores and boutiques.

PRESS CONTACT

Elizabeth McQuade
BNPink
(781)383-1559

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	CAROLEE
PRODUCT	Cultured Pearl Sterling Charm Bracelet Inspirational Ribbon Pin
WEB ADDRESS	www.carolee.com
PRODUCT DESCRIPTION	<u>Freshwater Cultured Pearl Sterling Charm Bracelet</u> Hand-knotted with sterling, rose quartz and freshwater pearl charms. (Style SB2012-4178) <u>Inspirational Ribbon Pin</u> Set with dazzling crystal stones in silver tone metal engraved with inspirational words—Hope, Faith, Strength, Courage (Style SB4860-4123)
SUGGESTED RETAIL PRICE	Cultured Pearl Charm Bracelet: \$75.00 Inspirational Ribbon Pin: \$30.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% of the retail price
RETAIL AVAILABILITY	Bloomingdale's, www.carolee.com
PRESS CONTACT	Nancy Risdon CAROLEE (203)388-0257 nrisdon@carolee.com

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Cartier
PRODUCT	Cartier LOVECHARITY bracelet
WEB ADDRESS	www.cartier.com
PRODUCT DESCRIPTION	The new LOVECHARITY bracelet features two interlocking miniature LOVE bracelets in 18K white gold and 18K rose gold; both bracelets are graced with the word LOVE and set into a pink knotted silk cord.
SUGGESTED RETAIL PRICE	\$995.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$200.00 per bracelet
RETAIL AVAILABILITY	Available at Cartier boutiques nationwide. For further information please call 1-800-CARTIER or visit www.cartier.com
PRESS CONTACT	Nina Sarin (212)446-3453

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Coach Watches
PRODUCT	Lexington Breast Cancer Awareness Watch
WEB ADDRESS	www.coach.com
PRODUCT DESCRIPTION	Movement: Swiss Quartz Movement. Case: Rectangular tank-style stainless steel case. Mineral crystal. Water resistant to 99 feet. Size: Women's. Special Features: Signature printed Mother of Pearl dial. Minute track. Sapphire blue hands. Pink Karuk snake strap. Breast cancer awareness logo engraved on caseback.
SUGGESTED RETAIL PRICE	\$398.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$100.00 for every watch sold through December 31, 2008
RETAIL AVAILABILITY	Macy's, Coach Retail Stores (U.S. only) 9/15/08 – 12/31/08 (or while supplies last)
PRESS CONTACT	Nicole Cornella Movado Group, Inc. (917) 934-4965

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY

Friends of Mel Foundation

PRODUCT

Mel's Bracelet

WEB ADDRESS

www.friendsofmel.org

PRODUCT DESCRIPTION

You can make a difference! Have you or someone you love been touched by cancer? Have you wanted to do something to help? Here is your opportunity. By wearing our colorful beaded bracelet, you join a circle of friends dedicated to funding cancer research, education and patient support. We are proud to partner with the Breast Cancer Research Foundation in their effort to find a cure.

SUGGESTED RETAIL PRICE

\$15.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

The Friends of Mel Foundation will make a donation of \$25,000

RETAIL AVAILABILITY

www.friendsofmel.org and select retail stores visit our website for a complete listing

PRESS CONTACT

Teak Media
Jackie Herskovitz
617-269-7171
Jackie@teakmedia.com

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Jay Strongwater
PRODUCT	The Heart Locket Charm
WEB ADDRESS	www.jaystrongwater.com
PRODUCT DESCRIPTION	The Heart Locket Charm is from the Amore collection. The charm is hand-enameled and the bouquet of flowers is adorned with Swarovski crystals.
SUGGESTED RETAIL PRICE	\$125.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	5% of the retail price
RETAIL AVAILABILITY	Visit www.jaystrongwater.com to see a listing of authorized dealers
PRESS CONTACT	Sherri Crosslin pr@jaystrongwater.com

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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Click here for a high-resolution jpg of this image: http://www.bcrfcure.org/pdf_hirez/lacostewatch.jpg

COMPANY	Lacoste
PRODUCT	Lacoste Mainsail Breast Cancer Awareness Watch
WEB ADDRESS	www.lacoste.com
PRODUCT DESCRIPTION	Family: Mainsail Movement: Chronograph Case: 36mm Dial: White Strap: Pink and white woven jacquard strap Water Resistancy: 3 ATM Gender: Ladies
SUGGESTED RETAIL PRICE	\$355.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% of retail sale price
RETAIL AVAILABILITY	Lacoste Boutiques, 1800.4.LACOSTE, www.lacoste.com
PRESS CONTACT	Melissa Little LACOSTE USA (212)822-6982 mlittle@lacoste-usa.com

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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COMPANY	Movado Boutiques
PRODUCT	Ono Moda
WEB ADDRESS	www.movado.com
PRODUCT DESCRIPTION	Sterling silver, white enamel, Ono pendant on pink cord.
SUGGESTED RETAIL PRICE	\$195.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$50.00 per unit sold
RETAIL AVAILABILITY	Movado Boutiques
PRESS CONTACT	Heather Cohen 917. 934. 4978

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614