

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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

COMPANY	ANN TAYLOR
PRODUCT	ANN Cares Card and ANN Cares Tee
WEB ADDRESS	www.annaylor.com
PRODUCT DESCRIPTION	Join Ann Taylor in supporting BCRF by purchasing the ANN Cares Card. From September 30 th through November 15 th , you'll receive 20% off every purchase of \$100 or more, or 25% if you use your Ann Taylor credit card at Ann Taylor, Ann Taylor Factory and www.annaylor.com , as well as LOFT, LOFT Outlet and www.loftonline.com . Also available is the ANN Cares tee. The hand-placed flourishes on this lovely tee were inspired by the signature pink breast cancer awareness ribbon, lending it an ultra-feminine quality that's perfect for giving or receiving.
RETAIL PRICE	Card: \$25.00; Tee: \$50.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	ANN TAYLOR will donate \$22.50 per ANN Cares Card sold and 70% of each full price ANN Cares Tee sold during the month of October
RETAIL AVAILABILITY	Ann Taylor, www.annaylor.com ; Ann Taylor Factory (ANN Cares Card only)
PRESS CONTACT	Stephanie Trachtenberg 212.541.3623

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

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COMPANY	Bali® Intimate Apparel
PRODUCT	Passion For Comfort® Natural Uplift
WEB ADDRESS	www.balicompany.com
PRODUCT DESCRIPTION	Passion For Comfort® Natural Uplift Underwire is a new, patent pending innovation delivering lift without added bulk. This bra offers a natural, beautiful shape and the perfect amount of lift customized by cup size. Style# 3227, in limited edition fashion color, Briar Rose.
SUGGESTED RETAIL PRICE	\$36.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Bali will be donating \$30,000
RETAIL AVAILABILITY	September and October 2009 at Belk, Macy's and Kohl's
PRESS CONTACT	Bernadette Wallace Bernadette.Wallace@hanesbrands.com 336.519.6250

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/images_pinkpresskit/bloomingdales.jpg

COMPANY	Bloomingdale's
PRODUCT	Big Pink Umbrella, Little Pink Gift Card and Polo Ralph Lauren Pink Pony Water Bottle
WEB ADDRESS	www.bloomingdales.com
PRODUCT DESCRIPTION	<p>Both designed by illustrator Marissa Acocello Marchetto, the Big Pink Umbrella features a chic, black exterior with Marchetto's pink take on the solar system inside; and the Little Pink Gift Card is the gift that gives twice.</p> <p>Exclusively for Bloomingdale's, the Polo Ralph Lauren Pink Pony reusable water bottle. Screw-top lid, single wall stainless steel construction and holds 24 liquid oz.</p>
SUGGESTED RETAIL PRICE	<p>Umbrella: \$12.00 Card: \$10.00 - \$1,000.00 Water Bottle: \$20.00</p>
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	<p>Umbrella: \$6.00 from each purchase</p> <p>Gift card: 10% of card's value, plus an additional 10% of any spending that exceeds the card's value upon redemption (Donations are generated based on cards purchased and redeemed between 10/22/09 and 12/31/09 at any Bloomingdale's store or www.bloomingdales.com/LittlePinkBook)</p> <p>Water bottle: \$10.00 from each purchase</p>
RETAIL AVAILABILITY	All Bloomingdale's stores and www.bloomingdales.com/LittlePinkBook
PRESS CONTACT	<p>Liz McGovern Bloomingdale's 212-705-2443 liz.mcgovern@bloomingdales.com</p>

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/images_pinkpresskit/bonton.jpg

COMPANY	The Bon-Ton Stores, Inc
PRODUCT	Insulated Lunch Tote
WEB ADDRESS	www.bonton.com
PRODUCT DESCRIPTION	Dual zippered bag with two insulated food storage compartments and pink ribbon pulls. 10"W x 7.5"H x 6.5"D Also, you can help shop for a cure on Wednesday, October 7 th with your Bon-Ton card. 1% of all purchases made with your Bon-Ton card will be donated to breast cancer research. Help us reach our goal of raising \$75,000 in one day!
SUGGESTED RETAIL PRICE	\$10.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	During October, The Bon-Ton Stores will be donating \$4.00 per tote sold
RETAIL AVAILABILITY	Bon-Ton stores and online at www.bonton.com
PRESS CONTACT	Christine Hojnacki Christine.Hojnacki@bonton.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/images_pinkpresskit/chefwear.jpg

COMPANY	Chefwear
PRODUCT	Chef apparel clothing, shoes and accessories for the restaurant industry
WEB ADDRESS	www.chefwear.com
PRODUCT DESCRIPTION	The Premiere Awareness Jacket boasts durable construction. Made of 6 oz. 100% pima cotton, the jacket features buttoned square French cuffs, a tie back, princess seams, 2 side pockets, and an embroidered pink ribbon on the cuff.
SUGGESTED RETAIL PRICE	\$80.95
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Chefwear will be donating 50% of the retail price
RETAIL AVAILABILITY	Online at www.chefwear.com , by catalog, or through your sales representative.
PRESS CONTACT	Carol E Mueller VP Sales & Marketing (630) 396-8337 (800) 568-2433 x6737 cmueller@chefwear.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/images_pinkpresskit/coach.jpg

COMPANY

Coach

PRODUCT

Pavé Heart BCA Key Fob

WEB ADDRESS

www.coach.com

PRODUCT DESCRIPTION

The Coach Pavé Rhinestone Key Fob was designed exclusively in support of BCRF. Also part of this collection is the 'Brooke' leather handbag and matching wristlet, both of which feature soft pebbled leather, sophisticated brass hardware, and a deep cherry hue. The multi floral pony scarf is the perfect accessory to add to your favorite piece from the 'Brooke' collection.

SUGGESTED RETAIL PRICE

Key Fob: \$58.00; 'Brooke' Handbag: \$358.00;
'Brooke' Wristlet: \$98.00; Multi-Floral Pony Scarf: \$38.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Coach will donate 20% of the retail sale during the month of October.

RETAIL AVAILABILITY

Coach Stores Nationwide; www.coach.com; 888-262-2440 (Toll Free)

PRESS CONTACT

Heather Feit, Coach Public Relations
212-629-2363

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/images_pinkpresskit/ella_moss.jpg

COMPANY	Ella Moss
PRODUCT	Jersey Knot Front Sleeveless Top
WEB ADDRESS	www.ellamoss.com
PRODUCT DESCRIPTION	Ultra feminine sleeveless shell with a draped and twisted knot front and a chiffon tie. Bra friendly. Super soft blend of 95% rayon 5% spandex.
SUGGESTED RETAIL PRICE	\$49.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	During October, Ella moss will donate \$5.00 per top sold, up to a maximum of \$20,000
RETAIL AVAILABILITY	www.ellamoss.com and select specialty stores
PRESS CONTACT	Lauren Westerman Tractenberg + Co. 212 929 7979

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/images_pinkpresskit/for_eyes_optical.JPG

COMPANY	For Eyes Optical
PRODUCT	Select designer brand name eyeglasses and lens products
WEB ADDRESS	www.foreyes.com
PRODUCT DESCRIPTION	Choose from a wide assortment of styles, colors and lenses to fit your lifestyle. Brands include Jill Stuart (pictured), Prada, Versace and many more. All eyeglass frame purchases include "The Works", a For Eyes exclusive: free single vision Rx plastic lenses with free sun or fashion tint.
SUGGESTED RETAIL PRICE	Eyeglasses starting from \$99.95 complete with single vision Rx plastic lenses. See store for specific product prices.
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	From September 15 th to October 31 st , For Eyes will donate \$1.00 from the sale of select designer brand name eyeglasses and lens products.
RETAIL AVAILABILITY	Available in For Eyes retail locations nationwide. Visit www.foreyes.com to find a store near you.
PRESS CONTACT	Cora Weimer-Hodes chodes@foreyes.com

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

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COMPANY	Gold Medal International for Bed Bath and Beyond
PRODUCT	Gold Medal BCRF Cloud Sock
WEB ADDRESS	www.BedBathandBeyond.com
PRODUCT DESCRIPTION	Cozy and Plush Butter Sock
SUGGESTED RETAIL PRICE	\$4.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Gold Medal International will donate \$10,000
RETAIL AVAILABILITY	Any Bed Bath and Beyond Store
PRESS CONTACT	Dbarg@GoldMedal-Intl.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/images_pinkpresskit/hardrock.jpg

COMPANY

Hard Rock International

PRODUCT

Hard Rock's PINKTOBER 2009 Breast Cancer Awareness Pin, T-Shirt, Keychain, Pink Sheet Set, Pink Cotton Bathrobe

WEB ADDRESS

www.hardrock.com

PRODUCT DESCRIPTION

Hard Rock International celebrates 10 years of support for breast cancer research and awareness with 2009 PINKTOBER merchandise. Hard Rock's PINKTOBER offerings include the PINKTOBER pin, Pink women's t-shirt, keychain, Pink sheets and Pink bathrobe.

SUGGESTED RETAIL PRICE

Pin: \$12.00, T-shirt: \$28.00, Keychain: \$20.00, Sheet Set: Prices range from \$50.00 - \$120.00 according to size, Bathrobe: \$80.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Hard Rock will donate 75% of the retail price of each pin sold and 15% of the retail price of each t-shirt, keychain, pink sheet set, or bathrobe sold from October 1st through December 31st

RETAIL AVAILABILITY

Hard Rock Cafe, Hotel and Casino locations worldwide and www.hardrock.com

PRESS CONTACT

Coyne PR on behalf of Hard Rock International
Deborah Sierchio, dsierchio@coynepr.com
Amanda Early, aeary@coynepr.com
973.316.1665

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

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

COMPANY	Tommy Hilfiger
PRODUCT	Alexandria Watch
WEB ADDRESS	www.tommy.com
PRODUCT DESCRIPTION	The Alexandria Watch is part of the Tommy Hilfiger Fifth Avenue Pink Collection and is made of genuine leather and stainless steel; water resistant up to 30 meters.
SUGGESTED RETAIL PRICE	\$95.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	30% of sales from the Tommy Hilfiger Fifth Avenue Pink Collection in the month of October will be donated to The Breast Cancer Research Foundation.
RETAIL AVAILABILITY	Tommy Hilfiger Fifth Avenue Flagship 681 5th Avenue, NYC 212-223-1824
PRESS CONTACT	Melissa Lun Sr. Communications Manager Tommy Hilfiger P 212.548.1538 E mlun@tommy.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/images_pinkpresskit/i_choose.jpeg

COMPANY	i Choose LLC
PRODUCT	“I choose to fight...” Hats and Tees
WEB ADDRESS	www.ichoosetofight.com
PRODUCT DESCRIPTION	<p>A complete line of unisex hats and women’s tees adorned with our unique hearts and ribbon logo and the words “Early Detection is the Key.”</p> <p>Available in black, white or pink.</p>
SUGGESTED RETAIL PRICE	\$9.99 – \$19.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	I Choose will donate \$0.50 cents for every item sold
RETAIL AVAILABILITY	Retailers nationwide and online at www.ichoosetofight.com
PRESS CONTACT	<p>Matt Viarengo President matt.viarengo@ichoosetofight.com</p>

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/images_pinkpresskit/karaross.jpg

COMPANY	Kara Ross NY
PRODUCT	'Gemma' Rose Gold Clutch; 'Prunella' Rose Gold Clutch
WEB ADDRESS	www.kararossny.com
PRODUCT DESCRIPTION	Python skinned rose gold foil clutch with rose gold hardware and rock crystal.
SUGGESTED RETAIL PRICE	'Gemma' (<i>pictured</i>): \$900.00 'Prunella': \$970.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	'Gemma': \$225.00 'Prunella': \$242.50
RETAIL AVAILABILITY	Bergdorf Goodman and online at www.kararossny.com
PRESS CONTACT	Ali Ryan Kara Ross, Public Relations ali@kararossny.com Janel Molton Janel@kararossny.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/images_pinkpresskit/keds.jpg

COMPANY	Keds
PRODUCT	The Breast Cancer Research Foundation® Pink Champion®
WEB ADDRESS	www.keds.com
PRODUCT DESCRIPTION	Canvas sneaker in pink
SUGGESTED RETAIL PRICE	\$40.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	100% of the sales will benefit BCRF
RETAIL AVAILABILITY	www.keds.com
PRESS CONTACT	Lindsey Ridell lriddell@lsagency.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/images_pinkpresskit/privo.jpg

COMPANY	Privo by Clarks
PRODUCT	'Ribbon' Flip-Flop
WEB ADDRESS	www.privousa.com
PRODUCT DESCRIPTION	Limited edition flip-flop with herringbone trim, nubuck straps, faux-shearling lining for cozy comfort, and a durable rubber outsole inscribed with "stepping for a cure." In black nubuck and brown nubuck.
SUGGESTED RETAIL PRICE	\$50.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	During October, Privo by Clarks will contribute \$2.00 of every sale of the 'Ribbon' flip-flop, up to a maximum of \$50,000.
RETAIL AVAILABILITY	Clarks corporate stores, major department stores, independents, catalog and www.privousa.com . For availability, call Privo Customer Service at 877-778-0168.
PRESS CONTACT	Erika Watters Assistant Marketing Manager 617.796.5031 erikaw@clarksna.com Dominick Fabrizio Sr. Marketing Manager 617.243.4196 DFabrizio@ClarksNA.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/images_pinkpresskit/kn.jpg

COMPANY

KN Karen Neuburger®

PRODUCT

Pink Lady Long Sleeve Boyfriend PJ

WEB ADDRESS

www.karenneuburger.com

PRODUCT DESCRIPTION

Comfort is always a classic in KN Karen Neuburger's signature-soft cotton/poly blend pajamas. Pink Lady, the new boyfriend-style KN Pink Ribbon Signature Collection™ pajama celebrates breast cancer awareness and research.

SUGGESTED RETAIL PRICE

\$72.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

KN will donate \$75,000

RETAIL AVAILABILITY

Pink Lady Long Sleeve Boyfriend PJs can be purchased online at www.karenneuburger.com, Bon-Ton stores, Dillard's, Von Maur and specialty stores.

PRESS CONTACT

Jenna Lowe, Director of Marketing
Karen Neuburger
jlowekn@gmail.com

Skirt Public Relations
773-661-0700

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

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COMPANY

LACOSTE

PRODUCT

Sunglasses, Watch, Women's & Men's Polo, Fragrance, Flip Flops, Belt, Beach Bag, Beach Towel

WEB ADDRESS

www.lacoste.com

PRODUCT DESCRIPTION

Men's Polo: Short sleeve washed oversized pink croc piqué polo;
Women's Polo: Short sleeve stretch piqué washed oversized pink croc polo;
Belt: 2" pink and white stretch waist belt with pink patent leather tabs, brushed nickel hardware, interlock closer and an enamel crocodile detail;
Beach Bag: Canvas beach bag and detachable matching clutch. Bag has wide stripe decorative detail and a signature croc appliqué;
Sunglasses: A timeless style plastic frame with a metal crocodile logo plate embedded in the temple and optical quality lenses for ultimate UV protection;
Watch: Ladies water resistant Pink 'Biarritz' watch with bold logo bezel, stitched rubber strap & stainless steel case;
Flip Flops: Ladies 'Puerto' flip flops with contrasting stitching and croc detailing;
Beach Towel: 100% terry jacquard striped beach towel with croc detail packaged in a unique easy-to-carry tote;
Fragrance: Love of Pink - 90ml eau de toilette spray.

SUGGESTED RETAIL PRICE

Sunglasses: \$125.00, Watch: \$165.00, Women's Polo: \$85.00, Men's Polo: \$92.00, Fragrance: \$68.00, Flip Flops: \$30.00, Belt: \$55.00, Beach Bag: \$135.00, Beach Towel: \$55.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

In October, Lacoste will donate 10% of the retail price of each item

RETAIL AVAILABILITY

Lacoste boutiques and www.lacoste.com

PRESS CONTACT

Melissa Little
LACOSTE US
P. 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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Click here for a high-resolution jpg of this image: http://www.bcrfcure.org/images_pinkpresskit/lf.jpg

COMPANY	LF Stores
PRODUCT	Power of Now Tee
WEB ADDRESS	www.lfstores.com
PRODUCT DESCRIPTION	LF's Power of Now Tee is exclusive to LF Stores and www.lfstores.com . White, fitted cap sleeve tee with the words, "The Power of Now" screen printed on front. Made in Los Angeles.
SUGGESTED RETAIL PRICE	\$36.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	LF Stores will donate \$22.50 per shirt sold
RETAIL AVAILABILITY	Available at all LF locations and at www.lfstores.com
PRESS CONTACT	Lauren Wyatt Lauren_wyatt@lfstores.com

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

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COMPANY

LOFT

PRODUCT

LOFT Cares Card and LOFT Cares Bracelet

WEB ADDRESS

www.LOFTonline.com

PRODUCT DESCRIPTION

Join LOFT in supporting BCRF by purchasing the LOFT Cares Card. From September 30th through November 15th, you'll receive 20% off every purchase of \$100 or more, or 25% if you use your LOFT credit card at LOFT, LOFT Outlet and www.LOFTonline.com, as well as Ann Taylor, Ann Taylor Factory and www.annataylor.com. Also available is the LOFT Breast Cancer Ribbon Bracelet, a brass chain link bracelet with silk ribbon.

RETAIL PRICE

Card: \$25.00; Bracelet: \$24.50

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

LOFT will donate \$22.50 per LOFT Cares Card sold and \$5.00 per bracelet sold during the month of October

RETAIL AVAILABILITY

LOFT, www.LOFTonline.com; LOFT Outlet (LOFT Cares Card only)

PRESS CONTACT

Stephanie Trachtenberg
212.541.3623

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

thanks
for sharing

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

COMPANY	Macy's
PROGRAM	Thanks For Sharing Program
WEB ADDRESS	www.macys.com/thanks
PROGRAM DESCRIPTION	Starting September 19, 2009, enroll in Macy's Thanks For Sharing Program by charging a \$25 enrollment fee to your Macy's Card. You will get 10% rewards on most Macy's Card purchases from your enrollment date through December 31 st , and Macy's will donate \$10 for each enrollment, up to \$15 million to The Breast Cancer Research Foundation and other charities.
SUGGESTED RETAIL PRICE	\$25.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Macy's will donate \$10.00 for each enrollment, up to \$15 million to The Breast Cancer Research Foundation and other charities.
PROGRAM AVAILABILITY	To learn more and enroll, call 1-888-933-6229, visit www.macys.com/thanks or ask a Sales Associate at any Macy's store.
PRESS CONTACT	Lauren Frederick Anania Manager, Cause Marketing Macy's 646.429.5257 lauren.anania@macys.com

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

COMPANY	Mamma Mia!
PRODUCT	Mamma Mia! Official T-Shirt
WEB ADDRESS	www.mamma-mia.com
PRODUCT DESCRIPTION	White slim-fit tee. 100% cotton. Front print, pink glitter, reads "Rock Chick Supremo." Back print, pink glitter/pink, reads MAMMA MIA! proudly supports Breast Cancer Awareness Campaign. Left sleeve with breast cancer awareness ribbon.
SUGGESTED RETAIL PRICE	\$25.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Mamma Mia! will donate \$12.50 from each tee sold
RETAIL AVAILABILITY	www.mamma-mia.com
PRESS CONTACT	Claire Teare Claire@littlestarservices.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/images_pinkpresskit/michael_stars.jpg

COMPANY	Michael Stars
PRODUCT	Michael Stars Breast Cancer Charity Tee
WEB ADDRESS	www.michaelstars.com
PRODUCT DESCRIPTION	Michael Stars white long sleeve band crew with a pink ribbon created by the words "Faith, Strength, Courage, Hope & Love." A perfect gift for every woman.
SUGGESTED RETAIL PRICE	\$58.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Michael Stars will donate \$5.00 for every tee sold
RETAIL AVAILABILITY	Bloomingdales, Michael Stars Boutiques, www.michaelstars.com , 877.StarTee
PRESS CONTACT	Devon Branam Michael Stars 310.469.6284 devonb@michaelstars.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/images_pinkpresskit/prime_retail.jpg

COMPANY	Prime Outlets
PRODUCT	Operation Shop Pink Bonus Card
WEB ADDRESS	www.primeoutlets.com
PRODUCT DESCRIPTION	Beginning mid-September, purchase an Operation Shop Pink Card at any Prime Outlets shopping destination across the U.S. and Puerto Rico and receive savings up to 25 percent off a purchase at participating stores from October 1–31.
SUGGESTED RETAIL PRICE	\$2.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	100 percent of the retail price (\$2.00)
RETAIL AVAILABILITY	Any Prime Outlets shopping destination across the U.S and Puerto Rico. Visit www.primeoutlets.com for a location nearest you.
PRESS CONTACT	Sue Helondovitch for Prime Outlets Oxford Communications 609.397.4242, ext. 176 shelondovitch@oxfordcommunications.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/images_pinkpresskit/saks.jpg

COMPANY	Saks Fifth Avenue
PRODUCT	KEY TO THE CURE T-shirt
WEB ADDRESS	www.saks.com
PRODUCT DESCRIPTION	Celebrated designer Michael Kors created a limited edition T-shirt exclusively to benefit KEY TO THE CURE, Saks Fifth Avenue's annual charity shopping event, taking place October 15 th – 18 th and benefiting women's cancer research.
SUGGESTED RETAIL PRICE	\$40.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Saks is donating \$500,000
RETAIL AVAILABILITY	Saks Fifth Avenue, Saks Fifth Avenue OFF 5TH and online at www.saks.com
PRESS CONTACT	Alexa Bonadonna alexa_bonadonna@s5a.com 212.451.3978

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

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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

COMPANY	Sara Campbell
PRODUCT	Silk Rose Print Scarf
WEB ADDRESS	www.saracampbell.com
PRODUCT DESCRIPTION	Inspired by a vintage rose watercolor print. In beautiful tones of blush, pink and peaches surrounded by a Byzantine foulard border. 100% silk. Dimension is 35" x 35".
SUGGESTED RETAIL PRICE	\$98.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Sara Campbell will donate 5% of the retail sale
RETAIL AVAILABILITY	www.saracampbell.com
PRESS CONTACT	Stephanie Millon Marketing Manager Sara Campbell LTD 617-423-3134 x231 smillon@saracampbellltd.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/images_pinkpresskit/toryburch.jpg

COMPANY	Tory Burch
PRODUCT	Tory Burch Limited Edition Pink Puffer Vest
WEB ADDRESS	www.toryburch.com
PRODUCT DESCRIPTION	Tory Burch limited edition nylon puffer vest in pink with logo buttons.
SUGGESTED RETAIL PRICE	\$295.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	During the month of October, Tory Burch will donate 15% of all full-priced in-store and online sales, up to \$10,000.
RETAIL AVAILABILITY	Tory Burch Boutiques and www.toryburch.com
PRESS CONTACT	Susie Draper Public Relations Director 646-723-6611 Susie@toryburch.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/images_pinkpresskit/wileyx.jpg

COMPANY	Wiley X, Inc.
PRODUCT	“Lacey” Polarized and Non-Polarized Sunglasses
WEB ADDRESS	www.wileyx.com
PRODUCT DESCRIPTION	<p>They’re stylish, edgy, shatter proof and ANSI-certified, high velocity protection. Rarely does so much functionality come in such fashionable eyewear.</p> <p>The non-polarized “Lacey” has coral pink polycarbonate lenses with cotton candy frame; the polarized “Lacey” has polycarbonate polarized bronze lenses with cotton candy frame.</p>
SUGGESTED RETAIL PRICE	Non-Polarized: \$104.00; Polarized: \$146.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	From January 1, 2010 through December 31, 2010, Wiley X will donate \$2.50 for each non-polarized pair sold and \$3.50 for each polarized pair sold.
RETAIL AVAILABILITY	Physical and internet retailers nationwide, including optical stores, sporting goods dealers and other locations where quality sunglasses are sold. Dealer locator at www.wileyx.com
PRESS CONTACT	Amy Brown – Bear Enthusiast Marketing Group 4520 E. Thousand Oaks Blvd., Suite 200 Westlake Village, CA 91362 abrown@bearemg.com

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