

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/andy_boy.JPG

COMPANY	D'Arrigo Bros. Co., of California
PRODUCT	Andy Boy® Broccoli Rabe
WEB ADDRESS	www.andyboy.com
PRODUCT DESCRIPTION	Andy Boy® Broccoli Rabe is packed with flavor and is extremely versatile! It's the perfect way to give your body a boost of cancer-fighting antioxidants and vitamins.
SUGGESTED RETAIL PRICE	\$2.49
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	D'Arrigo Bros. Co., of California will donate \$75,000, in connection with the sale of Andy Boy® products
RETAIL AVAILABILITY	Available year-round at supermarkets nationwide. Visit www.andyboy.com for more product information
PRESS CONTACT	Leslie Heinz Marketing Manager 831.455.4309 (direct) 831.682.2258 (mobile) Leslie.heinz@darrigo.com

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

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COMPANY	Northland
PRODUCT	Northland Dark Fruit Juice Blends
WEB ADDRESS	www.northlandjuices.com
PRODUCT DESCRIPTION	Northland 100% dark fruit juice blends harness “The Power of Dark Fruit,” rich in antioxidants and other powerful nutrients, pleasing to the body and the taste buds. Even healthier, they’re enriched with natural super fruit extracts for more antioxidant power in every sip.
SUGGESTED RETAIL PRICE	\$3.14 to \$4.11 per 64 oz. bottle
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	For each 64-ounce bottle of Northland dark fruit juice blends sold in select supermarkets, Northland will donate \$0.25.
RETAIL AVAILABILITY	Northland 100% juices are available at supermarkets, drug and club stores throughout the country.
PRESS CONTACT	Jennifer Moore Hunter PR (212) 679-6600 x293 jmoore@hunterpr.com

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

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COMPANY	Odwalla
PRODUCT	Pink Poetry Superfood
WEB ADDRESS	www.odwalla.com
PRODUCT DESCRIPTION	Sisterhood has never tasted so sweet! With the wellness of all women in mind, we proudly present Pink Poetry! It's a delectable diva delight with some of the essential daily nutrients women need to be fabulously nourished to flourish. Plum puree, apple juice, orange juice, banana puree, dark sweet cherry puree, guava and cranberry extract come together to provide an excellent source of Vitamins C & E, as well as a good source of calcium and iron—two things lacking in women's diets.
SUGGESTED RETAIL PRICE	\$3.29
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Odwalla is donating \$25,000
RETAIL AVAILABILITY	All major grocery and mass retail stores
PRESS CONTACT	Sadia Asghar-Khan sasgharkhan@odwalla.com (281) 302-4241

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

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COMPANY

Zhenas Gypsy Tea

PRODUCT

Pink Tea for Women's Health

WEB ADDRESS

www.GypsyTea.com

PRODUCT DESCRIPTION

Zhenas Gypsy Tea brews up the battle against breast cancer with PINK SUPERBERRY TEA For Women's Health, in support of finding a cure for breast cancer.

SUGGESTED RETAIL PRICE

\$9.95

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Zhenas Gypsy Tea is donating \$0.70 per tin purchased during September and October

RETAIL AVAILABILITY

Whole Foods Market, GNC, Central Market, Nugget Market, Mollie Stones, Food Emporium, King Soopers

PRESS CONTACT

Jaime Dorsey
Jaime@gypsytea.com
805-646-1996 ext 104

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