

# 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/usplayingcard.jpg](http://www.bcrfcure.org/images_pinkpresskit/usplayingcard.jpg)

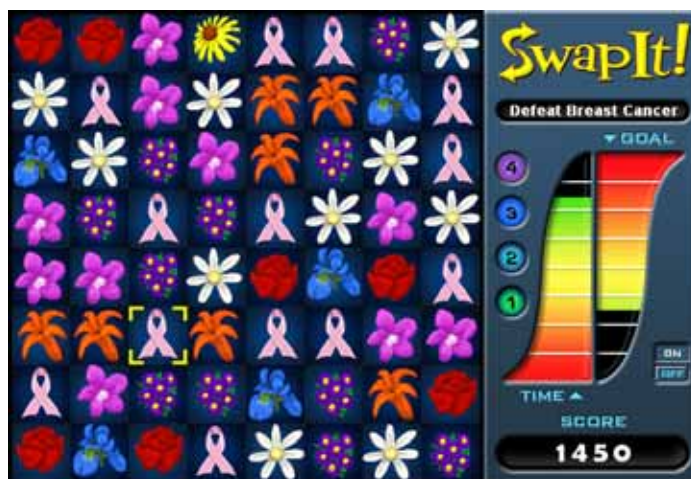
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<b>COMPANY</b>	The United States Playing Card Company
<b>PRODUCT</b>	Bicycle Playing Cards
<b>WEB ADDRESS</b>	<a href="http://www.bicyclecards.com">www.bicyclecards.com</a>
<b>PRODUCT DESCRIPTION</b>	Limited-edition Bicycle playing card deck
<b>SUGGESTED RETAIL PRICE</b>	\$3.99
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	The United States Playing Card Company will donate \$0.15 per deck sold
<b>RETAIL AVAILABILITY</b>	Selected food/drug/mass retailers
<b>PRESS CONTACT</b>	The United States Playing Card Company Alexandra Fehring <a href="mailto:alexandrafehring@usplayingcard.com">alexandrafehring@usplayingcard.com</a> 859-815-7577

**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/worldwinner.jpg](http://www.bcrfcure.org/images_pinkpresskit/worldwinner.jpg)

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<b>COMPANY</b>	WorldWinner.com
<b>PRODUCT</b>	Play to Defeat Breast Cancer
<b>WEB ADDRESS</b>	<a href="http://www.worldwinner.com/bcrf">www.worldwinner.com/bcrf</a>
<b>PRODUCT DESCRIPTION</b>	WorldWinner is an online games site that hosts tournaments in more than three dozen popular casual games, like Solitaire, SCRABBLE® Cubes, Bejeweled 2, Family Feud and Wheel of Fortune, for cash and prizes.
<b>SUGGESTED RETAIL PRICE</b>	Varies
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	Each time you enter a select Play to Defeat Breast Cancer tournament, WorldWinner will donate 10% of your entry fee to BCRF
<b>RETAIL AVAILABILITY</b>	Go to <a href="http://www.worldwinner.com/bcrf">www.worldwinner.com/bcrf</a> to set up your WorldWinner account
<b>PRESS CONTACT</b>	Allison Rynak Vice President, Corporate Communications WorldWinner 617/614-3734 <a href="mailto:arynak@worldwinner.com">arynak@worldwinner.com</a>

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