

# THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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<b>COMPANY</b>	HLD Global Limited
<b>PRODUCT</b>	Decorative ornament
<b>WEB ADDRESS</b>	<a href="http://www.hldglobal.com">www.hldglobal.com</a>
<b>PRODUCT DESCRIPTION</b>	Harvey Lewis Designs silver plated "Breast Cancer" ribbon in heart ornament with 14 Swarovski crystals and enamel. Tarnish free. Hanging ribbon states "Support Breast Cancer Research."
<b>SUGGESTED RETAIL PRICE</b>	\$12.99
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	Harvey Lewis Designs will donate 10% per retail sale
<b>RETAIL AVAILABILITY</b>	<a href="http://www.target.com">www.target.com</a> from October 1 <sup>st</sup> through December 31 <sup>st</sup> ; Target Stores from November 1 <sup>st</sup> through December 31 <sup>st</sup>
<b>PRESS CONTACT</b>	Joy Zweig 852-9260-8764 <a href="mailto:joy@hldglobal.com">joy@hldglobal.com</a>

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

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<b>COMPANY</b>	Jay Strongwater
<b>PRODUCT</b>	“Madden” Bee Mini Frame, “Marlene” Bee Mirrored Compact, “Marjorie” Bee Bracelet, “Miranda” Heart Locket Charm
<b>WEB ADDRESS</b>	<a href="http://www.jaystrongwater.com">www.jaystrongwater.com</a>
<b>PRODUCT DESCRIPTION</b>	<p>For this year’s collection, Jay salutes the enduring spirit of cancer survivors. The bee symbolizes the fight against impossible odds. According to legend, the bee shouldn’t be able to fly because its body is larger than what the wings would seemingly support, yet somehow the bee is able to take flight. The cancer survivor shares this spirit of endurance.</p> <p>“Madden” holds a 1.5” square photograph. “Marlene” is 2” round with both magnified and regular mirrors. “Marjorie” is a 7.5” gold plated linked chain with toggle closure. “Miranda” holds 2 photos and can be linked onto a bracelet/necklace.</p> <p>All items are 18kt gold plated, hand enameled and set with Swarovski crystals. Proudly hand made in the USA.</p>
<b>SUGGESTED RETAIL PRICE</b>	“Madden” \$125.00, “Marlene” \$195.00, “Marjorie” \$95.00, “Miranda” \$125.00
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	Jay Strongwater is donating 5% of the retail price per item sold
<b>RETAIL AVAILABILITY</b>	<a href="http://www.jaystrongwater.com">www.jaystrongwater.com</a> , <a href="http://www.neimanmarcus.com">www.neimanmarcus.com</a> , Saks Fifth Avenue, and fine specialty retailers
<b>PRESS CONTACT</b>	Nazly Botas <a href="mailto:pr@jaystrongwater.com">pr@jaystrongwater.com</a>

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<b>COMPANY</b>	Mark Roberts
<b>PRODUCT</b>	Spirit of Hope Fairy
<b>WEB ADDRESS</b>	<a href="http://www.christmas-magic.com">www.christmas-magic.com</a>
<b>PRODUCT DESCRIPTION</b>	With his “diamond” studded hat, pink ribbon and sash, the Spirit of Hope Fairy truly is “a girl’s best friend.” The Spirit of Hope Fairy brings the hope of healing and prayers for a cure to breast cancer survivors everywhere. He shares in the daily struggle of those afflicted and provides hope, inspiration and courage to the many millions of women everywhere who have heroically battled breast cancer.
<b>SUGGESTED RETAIL PRICE</b>	small (9”): \$35.00 medium (15”): \$99.00 large (18”): \$135.00
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	small (9”): \$2.00 medium (15”): \$5.50 large (18”): \$7.50
<b>RETAIL AVAILABILITY</b>	Visit <a href="http://www.christmas-magic.com">www.christmas-magic.com</a> Click “where to buy” to find a Mark Roberts retailer near you
<b>PRESS CONTACT</b>	Joyce Shaffer <a href="mailto:joyce@mark-roberts.com">joyce@mark-roberts.com</a>

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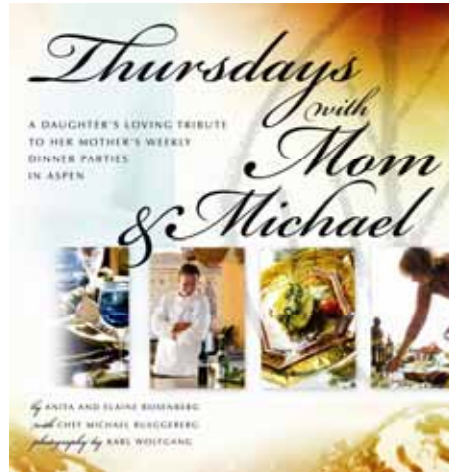
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<b>COMPANY</b>	Streamlight, Inc.
<b>PRODUCT</b>	Nano Light®
<b>WEB ADDRESS</b>	<a href="http://www.streamlight.com">www.streamlight.com</a>
<b>PRODUCT DESCRIPTION</b>	This lightweight, high intensity LED flashlight is less than 1.5 inches and features a little charm that on one side displays the breast cancer ribbon and on the other side shows the Streamlight logo. The flashlight includes a non-rotating, snap-hook which can be clipped onto a jacket or keychain with one hand. It has an 8-hour run time and the high intensity LED has a 100,000 hour lifetime. The housing is made of aircraft grade, machined aluminum and anodized in pink. Button cell batteries are included.
<b>SUGGESTED RETAIL PRICE</b>	\$12.00
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	Streamlight will donate \$1.00 for every Nano Light® sold
<b>RETAIL AVAILABILITY</b>	Please go to <a href="http://www.streamlight.com">www.streamlight.com</a> and click on "Find a dealer near you." Product will available at retail at the end of September.
<b>PRESS CONTACT</b>	Melissa Nichols M. Nichols Communications <a href="mailto:melissa@mnicholscomm.com">melissa@mnicholscomm.com</a>

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<b>COMPANY</b>	Red Mountain Press
<b>PRODUCT</b>	<i>Thursdays with Mom &amp; Michael; a daughter's loving tribute to her mother's weekly dinner parties in Aspen.</i> By Anita Rosenberg.
<b>WEB ADDRESS</b>	<a href="http://www.anitarosenberg.com">www.anitarosenberg.com</a>
<b>PRODUCT DESCRIPTION</b>	<p>A sumptuous guide for aspiring hostesses who want to establish a dinner party tradition of their own.</p> <p><i>"Your book is lovely and your cause is so special."</i> - Sharon Stone, actress</p>
<b>SUGGESTED RETAIL PRICE</b>	\$48.00
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	All author's royalties from each book sale
<b>RETAIL AVAILABILITY</b>	Explore Book Sellers in Aspen: 800.562.READ, Book Soup in Los Angeles: 800.764.BOOK, Joseph-Beth Booksellers in Cincinnati: (513) 396-8960, <a href="http://www.Amazon.com">www.Amazon.com</a> , <a href="http://www.AnitaRosenberg.com">www.AnitaRosenberg.com</a>
<b>PRESS CONTACT</b>	Anita Rosenberg 323-227-8180 <a href="mailto:ARStudio@aol.com">ARStudio@aol.com</a>

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## COMPANY

Teleflora

## PRODUCT

*Teleflora's Pink Hope Bouquet* is a charming arrangement that arrives in a delicate pink satiny cylinder bursting with pink lilies and roses.

## WEB ADDRESS

[www.teleflora.com](http://www.teleflora.com)

## PRODUCT DESCRIPTION

*Teleflora's Pink Hope Bouquet* celebrates Teleflora's collaboration with BCRF. Teleflora arrangements are always professionally hand-arranged and hand-delivered by your local Teleflora florist.

## SUGGESTED RETAIL PRICE

\$49.95

## BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Teleflora donates 15% of the suggested retail price

## RETAIL AVAILABILITY

[www.teleflora.com](http://www.teleflora.com) or by calling our toll free line at 1-800-835-3356

## PRESS CONTACT

Missy Miller  
310-966-8328

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