

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/apollo_tools.jpg

COMPANY	APOLLO TOOLS, Ltd.
PRODUCT	135-Piece Household Tool Kit
WEB ADDRESS	www.apollotools.com
PRODUCT DESCRIPTION	Full featured household tool kit including a 4.8 volt rechargeable cordless screwdriver. Tools are heat treated and chrome plated as appropriate. Includes convenient, easy to carry, stylish blow molded case.
SUGGESTED RETAIL PRICE	\$39.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Apollo Tools will donate \$1.00 per tool kit sold
RETAIL AVAILABILITY	Target, www.Target.com , www.Amazon.com , www.Sears.com , www.Walmart.com
PRESS CONTACT	Eliot C. Beal President – Apollo Tools, Ltd. 255 Clapp Road – Suite 200 Scituate, MA 02066 Phone: 617.633.1541

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/aqua_globes.jpg

COMPANY	Allstar Products Group
PRODUCT	Pink Aqua Globes™ Mini Watering Bulbs
WEB ADDRESS	www.allstarmg.com
PRODUCT DESCRIPTION	Pink Aqua Globes™ Mini not only water plants, but also help in the fight against breast cancer! These individually crafted, mini hand-blown bulbs provide the exact amount of water every time.
SUGGESTED RETAIL PRICE	\$9.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Allstar Products Group will donate \$25,000 in connection with Pink Aqua Globes™ sales.
RETAIL AVAILABILITY	Bed Bath & Beyond, Kohl's, Kmart, Walgreens, Shopko, and other fine retailers
PRESS CONTACT	Brittany Welch 360 Public Relations 617-585-5785 bwelch@360publicrelations.com

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/carpet_one.jpg

COMPANY	Carpet One Floor & Home
PRODUCT	Pink Ribbon Welcome Mats
WEB ADDRESS	www.CarpetOne.com
PRODUCT DESCRIPTION	Welcome Hope is part of Carpet One Floor & Home's 2009 Carpet One Welcomes Your Support campaign. The specially-designed welcome mat features fall colors and the word "hope" in a creative heart design. The indoor/outdoor welcome mats are extremely durable, stain and water-resistant and machine-washable. The 2009 collection, featuring a variety of styles and themes, is available in stores beginning October.
SUGGESTED RETAIL PRICE	\$21.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Carpet One is donating 25% of the retail sale
RETAIL AVAILABILITY	Carpet One Floor & Home Stores
PRESS CONTACT	Megan Michelakos 800-450-7595 ext. 2187 mmichelakos@ccaglobal.com

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/cuisinart.JPG

COMPANY	Cuisinart®
PRODUCT	EasyPop™ Popcorn Maker
WEB ADDRESS	www.cuisinart.com
PRODUCT DESCRIPTION	The Cuisinart EasyPop™ Popcorn Maker produces fresh, healthier popcorn by using a minimum amount of oil. And you get to enjoy it in less than five minutes. The vented lid aids in making really fresh and crunchy popcorn since the moisture can escape. Flip the bowl over and it's a serving dish. Available in Pink and a brushed stainless steel finished base.
SUGGESTED RETAIL PRICE	\$69.95
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Cuisinart will donate \$30,000
RETAIL AVAILABILITY	Bed Bath and Beyond, Neiman Marcus, Macy's, www.Amazon.com , www.Macys.com
PRESS CONTACT	Mary Rodgers Mary_Rodgers@conair.com

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/culinary_arts.jpg

COMPANY	Tienshan Inc.
PRODUCT	Tea Party Dinnerware
WEB ADDRESS	Check us out on TWITTER http://twitter.com/tienshan
PRODUCT DESCRIPTION	Tea Party 16-piece earthenware set is a mix and match hand painted pattern. Three other dinnerware styles are available.
SUGGESTED RETAIL PRICE	\$49.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Tienshan will donate \$2.00 per dinnerware set sold
RETAIL AVAILABILITY	www.target.com
PRESS CONTACT	Jerry Cheng 231 Wilson Avenue Norwalk CT 06854 203 866 6262 ext 3005 jcheng@tienshaninc.com

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/duraflame.jpg

COMPANY	Duraflame, Inc.	
PRODUCT	duraflame® colorlog	
WEB ADDRESS	www.duraflame.com	
PRODUCT DESCRIPTION	Support the fight against breast cancer and keep your fires burning bright with duraflame® colorlog firelogs. The duraflame colorlog lights fast & burns for 3 hours with cheerful, colorful flames.	
SUGGESTED RETAIL PRICE	\$3.99 - \$4.99	
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Duraflame is donating 2% from each purchase, up to a maximum of \$75,000	
RETAIL AVAILABILITY	Supermarkets nationwide and Target stores	
PRESS CONTACT	Erika Schmidt, APR The Frause Group 206.352.6402 eschmidt@frause.com	Nicole Phelan The Frause Group 206.352.6402 nphelan@frause.com

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/lifetime_brands.jpg

COMPANY	Lifetime Brands, Inc.
PRODUCT	Pedrini Pink Kitchen Tools & Gadgets
WEB ADDRESS	n/a
PRODUCT DESCRIPTION	The Pedrini HOPE for the Cure pink kitchen tools and gadgets collection includes measuring cups and spoons, a silicone whisk, a Euro peeler, an ice cream scoop and a can opener.
SUGGESTED RETAIL PRICE	Pedrini Euro Peeler: \$4.99 Pedrini Can Opener: \$8.99 Pedrini Silicone Whisk: \$7.99 Pedrini Ice Cream Scoop: \$8.99 Pedrini Measuring Cups & Spoons: \$7.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Lifetime Brands will donate 5% of the retail sale
RETAIL AVAILABILITY	Fall 2009 at Giant Eagle supermarkets. For other locations, call 800-252-3390.
PRESS CONTACT	Lisa Lochner Public Relations Manager 516-740-6723 lisa.lochner@lifetimebrands.com

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/moodfactory.jpg

COMPANY	Mood-factory
PRODUCT	Sassy Mood-lite
WEB ADDRESS	www.brightenourworld.com or www.mood-factory.com
PRODUCT DESCRIPTION	Purchase a 25-watt Sassy Mood-lite to turn your front porch, office, or business pink on October 12 th or any time. Brighten Our World Pink is an exciting new way to raise money and awareness for breast cancer.
SUGGESTED RETAIL PRICE	\$4.95
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$0.20 per retail sale; \$0.50 per online sale
RETAIL AVAILABILITY	Online at www.brightenourworld.com or www.mood-factory.com . Check website for list of retailers.
PRESS CONTACT	Candice Graham 1.866.353.MOOD (6663)

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/proven_winners.jpg

COMPANY

Proven Winners® ColorChoice® Flowering Shrubs of Spring Meadow Nursery, Inc.

PRODUCT

Invincibelle™ Spirit Hydrangea arborescens

WEB ADDRESS

www.provenwinners.com

PRODUCT DESCRIPTION

Invincibelle Spirit is the first reblooming pink 'Annabelle' hydrangea! Its rich pink mophead flowers start blooming in summer on strong sturdy stems and continue to rebloom without deadheading. Invincibelle Spirit thrives in full sun to part shade, adapts to most moist, well-drained soils and is USDA hardy in zones 3 – 9. Don't let its delicate appearance fool you – Invincibelle is heat tolerant and very hardy. Its unique pink flowers, rounded habit and moderate growth rate make it an excellent addition to landscapes, naturalized areas and cutting gardens. Bred by Dr. Thomas Ranney at North Carolina State University.

SUGGESTED RETAIL PRICE

Price varies across the country and ranges from \$20.00 for a 1 gallon plant up to \$50.00 for a 5 gallon plant.

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Spring Meadow Nursery will donate \$1.00 for every plant sold with the goal to raise \$1 million for breast cancer research.

RETAIL AVAILABILITY

Available in Spring 2010 at fine garden centers throughout the U.S. Visit www.provenwinners.com to locate one near you.

PRESS CONTACT

Janice Limbaugh, Marketing Specialist, Spring Meadow Nursery
janice@springmeadownursery.com
800-633-8859 ext. 1201

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/rabbit_air.jpg

COMPANY

Rabbit Air

PRODUCT

Rabbit Air BioGS™ BCRF Special Edition Air Purifier

WEB ADDRESS

www.RabbitAir.com

PRODUCT DESCRIPTION

The Rabbit Air BioGS™ BCRF Special Edition air purifier offers a HEPA filter made of the most advanced bio-engineered fiber material which traps and destroys a wide variety of allergens and contaminants, including dust, pollen, dander, mold and more. This model also comes with a washable charcoal based activated carbon deodorization filter for the removal of odors, harmful gases, and chemicals. This ultra quiet air purifier covers up to 600 square feet and does not produce ozone.

Details

Size: 22.5H x 18W x 9D

Weight: 17lbs

Color: Pearl White

SUGGESTED RETAIL PRICE

\$329.95

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Rabbit Air will donate \$16.50 of each air purifier sold

RETAIL AVAILABILITY

www.RabbitAir.com, www.Amazon.com, www.Overstock.com,
wwwDrugstore.com, www.HomeDepot.com

PRESS CONTACT

Rob Gasparo
(888)-866-8862
rgasparo@rabbitair.com

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/scentsation.jpg

**COMPANY
PRODUCT**

Scent-Sation, Inc.

Home Furnishings

WEB ADDRESS

www.scent-sation.com

PRODUCT DESCRIPTION

300-thread count 100% cotton sateen pink zebra print sheet set and spa pillowcases; 100% cotton pink zebra print shower curtain; Boudoir Collection: three paisley print hangers, two ivory satin pillowcases and a paisley print lingerie bag.

SUGGESTED RETAIL PRICE

Sheet Sets-Twin: \$45.00, Full: \$55.00, Queen: \$65.00, King: \$75.00
Shower Curtain: \$40.00
Spa Pillowcase: \$19.00
Boudoir Collection: \$29.00

**BENEFIT TO THE BREAST CANCER
RESEARCH FOUNDATION**

Scent-Sation will donate \$2.00 for every sheet set sold; and \$1.00 for every set of pillowcases, shower curtain or boudoir collection sold

RETAIL AVAILABILITY

Available at fine department stores and other retailers

PRESS CONTACT

Loretta Gallion
National Sales Manager
212-244-4125

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/snuggie.jpg

COMPANY

Allstar Products Group

PRODUCT

Snuggie™ Breast Cancer Pink

WEB ADDRESS

www.SnuggieFanClub.com

PRODUCT DESCRIPTION

Join in the fight against breast cancer with the new Snuggie™ Breast Cancer Pink blanket. It's the perfect way to keep warm while making a difference.

SUGGESTED RETAIL PRICE

\$14.99

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Allstar Products Group will donate \$50,000 in connection with Snuggie™ sales

RETAIL AVAILABILITY

Walmart, Bed Bath & Beyond, Target, Walgreens

PRESS CONTACT

Brittany Welch
360 Public Relations
617-585-5785
bwelch@360publicrelations.com

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/solo_cup.JPG

COMPANY

Solo® Cup Company

PRODUCT

SoloGrips® Cup and Solo® Heavy Duty Plate

WEB ADDRESS

www.solocup.com

PRODUCT DESCRIPTION

Solo® Cup Company proudly supports BCRF with SoloGrips® Cups and Solo® Heavy Duty Plates in pink designs. Great for your next party or to make everyday meals more special.

SUGGESTED RETAIL PRICE

Cups (20ct), average retail price: \$2.39
Cups (30ct), average retail price: \$3.59
Plates (22ct), average retail price: \$2.99

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

During October, Solo Cup Company will donate \$0.10 per package sold, up to a maximum of \$50,000.

RETAIL AVAILABILITY

Available at your local grocer

PRESS CONTACT

Tim Lindberg
847-579-3733
Tim.Lindberg@solocup.com

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/trudeau.jpg

COMPANY	Trudeau Corporation
PRODUCTS	BCRF Mist Hydrator Water Bottle
WEB ADDRESS	www.trudeaucorp.com
PRODUCT DESCRIPTION	A simple twist of the lid turns this water bottle into a cooling mister. 20oz, leak-proof, BPA-free bottle is ideal for the gym or outdoors.
SUGGESTED RETAIL PRICE	\$9.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Trudeau will donate 5% of the retail sale
RETAIL AVAILABILITY	www.trudeaucorp.com
PRESS CONTACT	Molly Auger J.M. Glass + Associates 2201 Waukegan Road, Suite 255 Bannockburn, IL 60015 molly@jmglass.com 847-267-9500

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/viva.jpg

COMPANY	Kimberly-Clark Corporation
PRODUCT	VIVA® Paper Towels
WEB ADDRESS	www.vivatowels.com
PRODUCT DESCRIPTION	Viva® Towels offer cloth-like softness on a roll. Join those who love Viva at the VIVA® Diva Café, where you can learn about special VIVA® offers, charitable donations and sweepstakes.
SUGGESTED RETAIL PRICE	Between \$1.49 for our single Regular Roll to \$15.99 for our largest 9-ct Big Roll
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	VIVA will donate \$150,000
RETAIL AVAILABILITY	Most grocery & mass accounts, including Walmart, Target, Albertsons, Safeway, Publix and others
PRESS CONTACT	Joey Mooring Sr. Manager, Corporate Communications (972) 281-1443

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