

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/anneklein.jpg

COMPANY

AK Anne Klein

PRODUCT

AK Iconic Loafer Shoe Keychain, Rose Quartz Stretch Bracelet, and Bangle Set with Light Pink Heart Charm

WEB ADDRESS

www.anneklein.com

PRODUCT DESCRIPTION

Anne Klein was a visionary who helped define the landscape of American fashion. At the height of her success, Anne Klein passed away at the age of 51 from breast cancer. AK Anne Klein has made these three jewelry items in honor of its commitment to the cause: AK iconic shoe key chain, bangles with heart charm and the rose quartz bracelet with ribbon charm.

SUGGESTED RETAIL PRICE

Loafer Shoe Keychain, style# 17172771: \$25.00
Rose Quartz Stretch Bracelet, style# 14174671: \$25.00
Bangle Set with Light Pink Heart Charm, style# 14174787: \$25.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

AK Anne Klein will donate \$60,000

RETAIL AVAILABILITY

All items available at www.anneklein.com and select Macy's, Dillard's, Lord & Taylor, Bon-Ton stores, and Belk locations from September 1st through October 31st.

PRESS CONTACT

Shanya Fernando, Sr Marketing Manager 917-777-9353
Quynh Dang, Sr. Public Relations Manager 212-536-9023

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/baccarat.JPG

COMPANY	Baccarat
PRODUCT	B Spirit Tourmaline Crystal Necklace
WEB ADDRESS	www.baccarat.com
PRODUCT DESCRIPTION	The B Spirit Necklace, designed with handcrafted tourmaline colored crystal on a multi-strand sterling silver chain, was exclusively created for The Breast Cancer Research Foundation. This playful yet elegant piece is meant to be worn day or night.
SUGGESTED RETAIL PRICE	\$465.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Baccarat will donate \$65.00 from the sale of each necklace
RETAIL AVAILABILITY	Baccarat boutiques, (800) 777-0100 or online at www.baccarat.com
PRESS CONTACT	Katie Dos Santos 212.826.2740 katie.dossantos@baccarat.fr

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/carolee.jpg

COMPANY	CAROLEE
PRODUCT	Freshwater Cultured Pearl Sterling Charm Bracelet
WEB ADDRESS	www.carolee.com
PRODUCT DESCRIPTION	This charm bracelet includes hand-knotted pearls with a sterling silver heart and clasp which mirror the design of the breast cancer awareness ribbon.
SUGGESTED RETAIL PRICE	\$75.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	During October, Carolee will donate 10% of each bracelet sold
RETAIL AVAILABILITY	Bloomingdale's, www.carolee.com
PRESS CONTACT	Nancy Risdon CAROLEE 203-388-0257 nrisdon@carolee.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/cartier.jpg

COMPANY	Cartier
PRODUCT	Cartier LOVECHARITY bracelet
WEB ADDRESS	www.cartier.com
PRODUCT DESCRIPTION	The Cartier LOVECHARITY bracelet features a mini Love bracelet in 18K rose gold with a diamond and graced with the word LOVE. The bracelet is set into a knotted silk cord in pink.
SUGGESTED RETAIL PRICE	\$700.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Cartier will donate \$150.00 from each bracelet
RETAIL AVAILABILITY	Available at Cartier boutiques nationwide. For further information please call 1-800-CARTIER or visit www.cartier.com
PRESS CONTACT	Blair Bartell 212 446 3521 blair.bartell@cartier.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/coach_watch.jpg

COMPANY	Coach Watches
PRODUCT	Francine Breast Cancer Awareness Watch
WEB ADDRESS	www.coach.com
PRODUCT DESCRIPTION	Featuring a pink patent strap and unique white dial designed with colorful outlined numerals and minute track. The stainless steel case back is etched with the breast cancer ribbon motif.
SUGGESTED RETAIL PRICE	\$298.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Coach Watches will donate 20% of each watch sold from September 15 th through December 31 st
RETAIL AVAILABILITY	Available at Coach retail locations and www.coach.com
PRESS CONTACT	Heather Cohen Movado Group, Inc. 917.934.4978 hcohen@movadogroup.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/yurman.jpg

COMPANY	DAVID YURMAN
PRODUCT	Limited-Edition Breast Cancer Tag
WEB ADDRESS	www.davidyurman.com
PRODUCT DESCRIPTION	<p>Small sterling silver dog tag necklace with center and pavé diamond* detailing. 0.36 total carat weight. Engravable back.</p> <p>26.9mm x 15.4mm. Adjustable 17- 18"L. Made in the USA. *Also available without diamonds</p>
SUGGESTED RETAIL PRICE	\$950.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	During October, David Yurman will donate 10% of each tag sold
RETAIL AVAILABILITY	David Yurman retail stores
PRESS CONTACT	Alexis Przybylski aprzybylski@davidyurman.com 646-945-0829

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/friends_of_mel.jpg

COMPANY

Friends of Mel Foundation, Inc.

PRODUCT

Mel's Bracelet

WEB ADDRESS

www.friendsofmel.org

PRODUCT DESCRIPTION

Giving to charity is always in fashion!

So why not cross the "scented soaps" off your list, and choose a meaningful gift instead? For every \$15 donation, you will receive a sassy beaded bracelet and join a circle of friends dedicated to funding cancer research, education and patient support.

SUGGESTED DONATION

\$15.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Friends of Mel Foundation will donate 10% of every order during the month of October

RETAIL AVAILABILITY

www.friendsofmel.org and select retail stores, visit www.friendsofmel.org for a complete listing

PRESS CONTACT

Pauline Alighieri, President
pauline.alighieri@verizon.net

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/lightgivesheat.jpg

COMPANY

Light Gives Heat

PRODUCT

Pink Suubi™ Necklace

WEB ADDRESS

www.lightgivesheat.org

PRODUCT DESCRIPTION

The Classic Suubi™ necklace with a *pink* twist, a single *pink* HOPE bead! Each limited –edition Suubi™ necklace is handcrafted by the Suubi women in Uganda. Made of recycled paper, 100% unique, and offers weekly consistent incomes. Add this beauty to your wardrobe—we promise you will love it (and you'll get lots of compliments)! We invite you to wear HOPE and support the dual cause of breast cancer research *and* economic sustainability. Who knew that a necklace could connect women around the world?

SUGGESTED RETAIL PRICE

\$20.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Light Gives Heat will donate \$4.00 per necklace sold

RETAIL AVAILABILITY

www.suubiafrica.com

PRESS CONTACT

Morgan Hansow, Executive Director/Co-Founder
e. morgan@lightgivesheat.org
p. (970) 240-4418

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/newyork&co.jpg

COMPANY	New York & Company
PRODUCT	NY&C Pink Watch
WEB ADDRESS	www.nyandcompany.com
PRODUCT DESCRIPTION	Time for a Cure! Sparkling, pavé-studded, rectangular face watch from NY&C with beautiful snake embossed band in pink. Lustrous, pearlescent dial with faux chrono detail.
SUGGESTED RETAIL PRICE	\$6.95 with any purchase (regularly \$19.95)
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	NY&C will donate \$2.00 from the sale of each watch during the month of October
RETAIL AVAILABILITY	NY&C stores and online at www.nyandcompany.com
PRESS CONTACT	Marielle Gelber mgelber@nyandcompany.com 212-884-2706

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/sabbadini.jpg

COMPANY	Sabbadini
PRODUCT	Bee Brooch
WEB ADDRESS	www.sabbadini.it
PRODUCT DESCRIPTION	18k white gold and micropavé diamonds bee brooch with pink shell wings and invisibly-set pink sapphires in a light to dark design gradation.
SUGGESTED RETAIL PRICE	\$14,200.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Sabbadini will donate \$3,000.00 from the sale of each bee
RETAIL AVAILABILITY	Sabbadini boutiques: 589 Fifth Avenue, New York, NY10017 tel.+212/6884012 8, Via Montenapoleone, 20121 Milano, Italy tel.+390276008228
PRESS CONTACT	Italy: info@sabbadini.com New York: asabbadini@aol.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/vancleef.jpg

COMPANY	Van Cleef & Arpels
PRODUCT	Special Edition Magic Alhambra pendant
WEB ADDRESS	www.vancleef-arpels.com
PRODUCT DESCRIPTION	Van Cleef & Arpels has created an extra large special edition Magic Alhambra pendant in pink gold and white mother of pearl to benefit The Breast Cancer Research Foundation.
SUGGESTED RETAIL PRICE	\$2,950.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Van Cleef & Arpels will donate \$300.00 for each pendant sold from September 1, 2009 through March 31, 2010
RETAIL AVAILABILITY	Van Cleef & Arpels boutiques and select Neiman Marcus stores 1-877-VANCLEEF or www.vancleef-arpels.com
PRESS CONTACT	Sarah Vicklund Public Relations sarah.vicklund@vancleef.com 646-485-1667

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