

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/delta.jpg

COMPANY	Delta Air Lines
PRODUCT	Flying PINK: Delta's Global Fight to Find a Cure for Breast Cancer
WEB ADDRESS	www.delta.com
PRODUCT DESCRIPTION	Delta's Pink Plane, the airline's signature pink-and-white-liveried Boeing 757, flies year round to raise awareness and funds for The Breast Cancer Research Foundation. Throughout October, Delta will sell pink lemonade to customers flying on board.
SUGGESTED RETAIL PRICE	\$2.00 per glass of pink lemonade
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Delta will donate 100% of pink lemonade sales
RETAIL AVAILABILITY	On Delta flights throughout October
PRESS CONTACT	Ashley R. Black Delta Corporate Communications 404.715.2554 ashley.r.black@delta.com

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