

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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http://www.bcrfcure.org/images_pinkpresskit/blandfarms.jpg

COMPANY/BRAND	Bland Farms
PRODUCT	Sweet Onions
WEB ADDRESS	www.blandfarms.com
PRODUCT DESCRIPTION	Bland Farms Sweet Onions are available as loose bulk onions or consumer packs weighing 3-5 pounds. These onions have a mild, sweet flavor perfect for eating raw on salads or sandwiches. Fat free, cholesterol free, and low in sodium, these sweet onions are perfect for seasoning.
SUGGESTED RETAIL PRICE	\$1.29 per pound
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$20,000
RETAIL AVAILABILITY	Bland Farms Sweet Onions are available year round in club stores and retail grocery chains nationwide.
PRESS CONTACT	Sarah Seebran sarah@blandfarms.com (800) 440-9543 ext.137

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

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COMPANY/BRAND	D'Arrigo Bros. Co., of California/Andy Boy®
PRODUCT	Romaine, Romaine Hearts, Iceberg Lettuce, Green Leaf, Red Leaf, Butter Lettuce, Broccoli Rabe, Broccoli, Shrink-Wrap Broccoli, Cauliflower, Colorful Cauliflower, Cactus Pears, Nopalitos and Fennel
WEB ADDRESS	http://www.andyboy.com
PRODUCT DESCRIPTION	It is hard to imagine that when Andrea and Stefano D'Arrigo brought broccoli seeds from their native Italy in 1923, this delicious and nutritious mainstay was virtually unknown in America. D'Arrigo Bros. Co., of California (Andy Boy®) is a family-owned company that is in the business of bringing healthy products to families domestically and internationally.
SUGGESTED RETAIL PRICE	\$2.49 – \$2.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$75,000 annual donation
RETAIL AVAILABILITY	Pathmark, Shop Rite
PRESS CONTACT	Claudia Pizarro-Villalobos (831) 455-4315 / cvillalobos@darrigo.com

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

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COMPANY/BRAND	Zhena's Gypsy Tea
PRODUCT	100% Organic, Fair Trade Certified Tea
WEB ADDRESS	www.gypsytea.com
PRODUCT DESCRIPTION	Zhena's Gypsy Tea creates 100% organic, fair trade certified teas, blended with organic fruits and essential oils. Zhena's Gypsy Tea doesn't just market products, it markets meaning - teas with a commitment to social responsibility and sustainability.
SUGGESTED RETAIL PRICE	\$9.95
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	5% of the sale of PINK Tea for Women's Health line during October will be donated to BCRF
RETAIL AVAILABILITY	Whole Foods Market, Vons/Pavilions, Ralphs, Central Market, other specialty and health food stores and co-ops.
PRESS CONTACT	Natasha@gypsytea.com

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

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COMPANY/BRAND	Nestlé Waters North America Inc.
PRODUCT	Nestlé® Pure Life® Purified Water
WEB ADDRESS	www.nestle-purelife.us
PRODUCT DESCRIPTION	Nestlé® Pure Life® Purified Water is bottled water with a unique balance of minerals added to deliver a crisp taste. Drinking Nestlé Pure Life is an excellent, zero calorie way to keep your body hydrated.
SUGGESTED RETAIL PRICE	\$3.99 – \$4.99 for a .5L 24pk
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$250,000
RETAIL AVAILABILITY	Specially marked packages will be available in supermarkets around the country from late September through the end of October 2010.
PRESS CONTACT	Lisen Syp Cone, Inc. lsyp@coneinc.com (617) 939-8340

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

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COMPANY/BRAND	Northland Drink To Pink™
PRODUCT	Northland Dark Fruit Juice Blends
WEB ADDRESS	www.northlandjuices.com
PRODUCT DESCRIPTION	Northland 100% juice blends capture the Power of Dark Fruit™. Rich in antioxidants and bursting with flavor in every deep, dark, delicious sip.
SUGGESTED RETAIL PRICE	\$2.89 – \$3.99 per 64 oz. bottle
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	For each 64 oz. bottle of Northland purchased at select supermarkets, Northland will donate \$.25 to BCRF.
RETAIL AVAILABILITY	Northland 100% juices are available at supermarkets, drug and club stores throughout the country. Visit www.NorthlandJuices.com for additional product information.
PRESS CONTACT	Jennifer Moore Hunter Public Relations (212) 679-6600 jmoore@hunterpr.com

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

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COMPANY/BRAND	Odwalla
PRODUCT	Pink Poetry Superfood
WEB ADDRESS	www.odwalla.com
PRODUCT DESCRIPTION	Sisterhood has never tasted so sweet! With the wellness of women in mind, Odwalla presents Pink Poetry. A delectable diva delight with the daily nutrients women need to fabulously flourish.
SUGGESTED RETAIL PRICE	\$3.29
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$25,000
RETAIL AVAILABILITY	All Major Grocery and Mass Retail Stores
PRESS CONTACT	Kobi Hoffman KobiH@fasthorseinc.com

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