

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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

COMPANY/BRAND	Baccarat
PRODUCT	Lying in Wait Panther
WEB ADDRESS	www.baccarat.com
PRODUCT DESCRIPTION	Created originally by Rosetta for Baccarat, "The Lying in Wait" is now produced in rose and in a limited edition of twelve pieces in support of The Breast Cancer Research Foundation.
SUGGESTED RETAIL PRICE	\$2,500
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	50% (\$1,250) of each panther sold
RETAIL AVAILABILITY	Baccarat boutiques (800) 777-0100
PRESS CONTACT	Jaime Jimenez (212) 826-2520 Jaime.jimenez@baccarat.fr

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

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COMPANY/BRAND	Bon-Ton
PRODUCT	Photo key fob
WEB ADDRESS	www.bonton.com
PRODUCT DESCRIPTION	Carry photos of your loved ones with you in this double photo frame key chain. Available in purple, pink and turquoise.
SUGGESTED RETAIL PRICE	\$5.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$2.00 per key fob sold
RETAIL AVAILABILITY	All Bon-Ton Stores, Inc locations and online at www.bonton.com
PRESS CONTACT	Christine Hojnacki (414) 347-5329 Christine.Hojnacki@bonton.com

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

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COMPANY/BRAND	CenturyNovelty.com
PRODUCT	Pink ribbon party favors, supplies and decorations
WEB ADDRESS	www.CenturyNovelty.com/ShopPink
PRODUCT DESCRIPTION	Show your care and be aware with our stunning selection of pink ribbon favors, gifts, jewelry and apparel. Make your Breast Cancer Awareness event stand out from all the rest with pink ribbon decorations and tableware.
SUGGESTED RETAIL PRICE	\$0.28 - \$24.98
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	5% of all breast cancer awareness sales
RETAIL AVAILABILITY	www.CenturyNovelty.com/ShopPink
PRESS CONTACT	Ian MacDonald, Vice President & GM Ian.MacDonald@centurynovelty.com

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

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COMPANY/BRAND	HLD Global, Limited / Harvey Lewis Brand
PRODUCT	Breast Cancer Holiday Ornament
WEB ADDRESS	www.hldglobal.com
PRODUCT DESCRIPTION	Harvey Lewis silver plated "Breast Cancer" ribbon in scroll heart ornament with 14 Swarovski crystals and enamel. Tarnish free. Hanging ribbon states "Support Breast Cancer Research"
SUGGESTED RETAIL PRICE	\$13.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% of each ornament sold
RETAIL AVAILABILITY	Target and www.Target.com during November and December 2010
PRESS CONTACT	Amy Rinke amy.rinke@jmcretailgroup.com

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

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Click here for a high-resolution jpg of this image:
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COMPANY/BRAND

Jay Strongwater

PRODUCT

For this year's collection, Jay Strongwater has designed five Classic frames and clock in a vibrant shade of translucent red enamel with garnet Swarovski crystals.

WEB ADDRESS

www.jaystrongwater.com

PRODUCT DESCRIPTION

Each beautiful frame and clock is finished in gold with hand-applied enamel in a translucent shade of red, and individually set with garnet Swarovski crystals.

Laetitia 8" x 10", Lucas 5" x 7", Lorraine 4" x 6", Emilia 3" x 4", Agatha 2" round, Robert clock 3¼" round, 1 ¼" depth

SUGGESTED RETAIL PRICE

Laetitia: \$995.00, Lucas: \$550.00, Lorraine: \$450.00, Emilia: \$295.00, Agatha: \$100.00, Robert: \$195.00

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Jay Strongwater is donating 5% of the retail price per item sold

RETAIL AVAILABILITY

Please visit www.jaystrongwater.com to see a listing of our authorized dealers.

PRESS CONTACT

marketing@jaystrongwater.com

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

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COMPANY/BRAND	Mark Roberts
PRODUCT	Spirit of Hope Fairy
WEB ADDRESS	www.christmas-magic.com
PRODUCT DESCRIPTION	<p>With his “diamond” studded hat, pink ribbon and sash, the Spirit of Hope Fairy truly is “a girl’s best friend.”</p> <p>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.</p>
SUGGESTED RETAIL PRICE	\$ 35.00 - Small, 9" \$ 99.00 - Medium, 15" \$ 135.00 - Large, 19"
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$ 2.00 - Small, 9" \$ 5.50 - Medium, 15" \$ 7.50 - Large, 19"
RETAIL AVAILABILITY	visit www.christmas-magic.com to find a retailer near you
PRESS CONTACT	Joyce Shaffer joyce@mark-roberts.com

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

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COMPANY/BRAND	Penguin Group USA
PROGRAM	Read Pink™
WEB ADDRESS	www.penguin.com/readpink
PROGRAM DESCRIPTION	Penguin Group (USA) is proud to join the fight against breast cancer by encouraging our readers to “Read Pink™”. Authors include: Nora Roberts, Christina Dodd, Madeline Hunter, Jodi Thomas, Catherine Coulter, Catherine Anderson, Bertrice Small, & Jayne Ann Krentz.
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Penguin Group USA made a \$25,000 donation to The Breast Cancer Research Foundation. Read Pink™ is a facilitated giving promotion intended to raise awareness of BCRF.
PROGRAM AVAILABILITY	www.penguin.com/readpink ; Borders, B&N, Kmart, Kroger, Stop&Shop, Meijer, Safeway, Marsh Supermarkets, Woodman’s, Fleet Farm, Roundy’s, Walmart, Smith’s, King Soopers, Save-Mart, Raley’s Hudson News, Bartell’s, Stater Bro’s, Navy Exchange Services, Army Air Force Exchange Services, Marine Exchange Services, Discount Drug, Fry’s, Ralphs, Plumb’s, Remke Markets, Busch’s, Dominick’s, Vons, Genuardi’s, Spartan, Harding’s, Strack & Van Til, Leppinks, News Center, and more! On sale October 5, 2010 until November 5, 2010
PRESS CONTACT	Rick Pascoello Rick.Pascoello@us.penguin.com Jodi Rosoff Jodi.Rosoff@us.penguin.com

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

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http://www.bcrfcure.org/images_pinkpresskit/steuben_ornament.JPG

COMPANY/BRAND	Steuben
PRODUCT	Pink Ribbon Awareness Ornament
WEB ADDRESS	www.steuben.com
PRODUCT DESCRIPTION	Hand-formed crystal ornament measuring 3.25" long with pink satin ribbon. This symbol of the fight for the cure may be placed on a holiday tree, proudly displayed in any décor or worn as a necklace.
SUGGESTED RETAIL PRICE	\$95.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% of every purchase
RETAIL AVAILABILITY	www.steuben.com Steuben Flagship Store 667 Madison Avenue NY, NY 10065
PRESS CONTACT	Gina Nanni Company Agenda (212) 358-9516

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

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COMPANY/BRAND

St. Martin's Press

PRODUCT

- The New York Times Little Pink Book of Crosswords
- Will Shortz Presents the Little Pink Book of Sudoku
- Will Shortz Presents the Little Pink Book of KenKen

WEB ADDRESS

<http://us.macmillan.com/SMP.aspx>

PRODUCT DESCRIPTION

Each book contains over 150 easy to hard puzzles in a stylish, spiral bound hardcover. The crosswords are from *The New York Times* and all three books are edited by famed puzzle editor Will Shortz.

SUGGESTED RETAIL PRICE

\$12.99

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

\$10,000 plus 2.5% from sale of each book will be donated to BCRF

RETAIL AVAILABILITY

Available wherever books are sold

PRESS CONTACT

Ryann Gastwirth
Ryann.Gastwirth@stmartins.com
(646) 307-5547

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

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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

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 or by calling our toll free line (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