

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/BRAND	AK Anne Klein
PRODUCT	Pretty in pink enamel bracelet
WEB ADDRESS	www.anneklein.com
PRODUCT DESCRIPTION	Anne Klein was the visionary behind American sportswear. At the height of her success, Anne passed away from breast cancer at the age of 51. We celebrate our founder's legacy and ongoing commitment to the cause with this limited edition silver enamel bracelet.
SUGGESTED RETAIL PRICE	\$30.00 MSRP
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	AK Anne Klein will make a \$50,000 flat donation
RETAIL AVAILABILITY	Our limited edition enamel bracelet is available at www.anneklein.com , select AK Anne Klein, Macy's & Dillard's stores. Available while supplies last. September 1 st - October 31 st .
PRESS CONTACT	Shanya Fernando, Director of Marketing, sfernando@jny.com

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

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COMPANY/BRAND	CAROLEE
PRODUCT	Key to Your Heart Cluster Pendant Necklace
WEB ADDRESS	www.carolee.com
PRODUCT DESCRIPTION	Fashionable 30" gold tone chain pendant with a 6" drop adorned with the coolest collection of coins, charms and keys that will win the heart of anyone who wears it! Great gift or self-treat.
SUGGESTED RETAIL PRICE	\$75.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% of retail sales will be donated to The Breast Cancer Research Foundation
RETAIL AVAILABILITY	Bloomingdale's and www.carolee.com
PRESS CONTACT	Nancy Risdon – Carolee nrisdon@carolee.com / (203) 388-0257 Ashley Futterknecht / Julia Cushman Paul Wilmot Communications afutterknecht@greatpress.com / jcushman@greatpress.com (212) 206-7447

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	Coach
PRODUCT	“Think Pink” Breast Cancer Awareness Watch
WEB ADDRESS	www.coach.com
PRODUCT DESCRIPTION	Featuring a soft pink leather strap and unique mother-of-pearl dial with pink-outlined Op Art Signature C pattern, silver-tone markers and hands. 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 October 1 st through December 31 st
RETAIL AVAILABILITY	Available at Coach retail locations and www.coach.com
PRESS CONTACT	Rachael Denise Rdenise@movadogroup.com (917) 934-4985

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	Bombshell / Ayamik
PRODUCT	Fashion Watches and Perfume
WEB ADDRESS	www.kimayausa.com and www.ayamik-usa.com
PRODUCT DESCRIPTION	<p>Inspirational fashion watches designed to accessorize your wardrobe and remind you that you are supporting the fight to find a cure.</p> <p>Ladies Heart to Heart 3.3 oz luxurious fragrance designed to entice the senses and provide luxury for less.</p>
SUGGESTED RETAIL PRICE	\$14.99 to \$19.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Kimaya will donate 3% of each item sold from September 15 th thru December 31, 2010.
RETAIL AVAILABILITY	Available at select retail stores and online at www.kimayausa.com and www.ayamik-usa.com
PRESS CONTACT	Toni Ann Hazzard Kimaya USA (201) 863-8811

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	Light Gives Heat
PRODUCT	Suubi® (Pink) Classic Necklace
WEB ADDRESS	http://lightgivesheat.org/suubi
PRODUCT DESCRIPTION	<p>Handcrafted in Uganda, Africa out of recycled paper, this necklace is 48" of assorted paper beads with a single 'hope' bead. Versatile to no end (worn long, doubled, tripled as choker, or as a multi-layered bracelet) and comes packaged with a story of one of the Suubi women in our limited edition pink box!</p> <p>Suubi® necklaces are part of a project by the non-profit organization Light Gives Heat, whose mission is to empower through economic sustainability in Africa, while storytelling and spreading the message of hope in the West. Hope is a choice!</p>
SUGGESTED RETAIL PRICE	\$20.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$4.00 per necklace sold
RETAIL AVAILABILITY	http://lightgivesheat.org/suubi-shop#/suubi-shop/special_editions/
PRESS CONTACT	Morgan Hansow morgan@lightgivesheat.org , 970-242-1958

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

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COMPANY/BRAND

MSL Modern Styles for Life

PRODUCT

LK Jewelry Design

WEB ADDRESS

www.modernstylesforlife.com

PRODUCT DESCRIPTION

modernstlyesforlife, is a new website devoted to the newest, fashion forward jewelry, handbags, belts, and gifts for her.

Featuring earrings from LK, the pieces are individually hand-made using the highest quality materials, unique crystal stones, and specially designed elements. Two styles of earrings in 14K rose gold. Also available in dark silver, shiny silver, or yellow gold.

SUGGESTED RETAIL PRICE

Earrings: \$135 (style LK4626), \$150 (style LK4627)

BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION

Earrings: \$80 (style LK4626), \$90 (style LK4627)

RETAIL AVAILABILITY

www.modernstylesforlife.com or call (610) 207-2890

PRESS CONTACT

Maralyn Lakin
(610) 207-2890

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	Sabbadini
PRODUCT	Cuff Bracelet & Bee Brooch
WEB ADDRESS	www.sabbadini.com
PRODUCT DESCRIPTION	<p>Pink Alligator Cuff bracelet with 18k white gold bee motif</p> <p>18k white gold and micropavé diamonds bee brooch with pink shell wings and invisibly-set pink sapphires, shaded color from light to dark.</p>
SUGGESTED RETAIL PRICE	Bracelet- \$2,800.00, Brooch- \$14,200.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Bracelet- \$600.00 Brooch- \$3,000.00
RETAIL AVAILABILITY	<p>Sabbadini 589 Fifth Avenue, New York, NY 10017 tel. (212) 688-4012</p> <p>Via Montenapoleone,20121 Milano, Italy tel. 39-02-7600-8228</p> <p>Four Emotions 22, Via Serlas, CH-7500 St. Moritz, Switzerland tel. 011-41-81-8349325, fouremotions@bluewin.ch</p>
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

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

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COMPANY/BRAND	Trollbeads
PRODUCT	Trollbeads
WEB ADDRESS	www.TrollbeadsUS.com
PRODUCT DESCRIPTION	Charming the World for Over 30 Years. Trollbeads are handcrafted from the finest materials, including 18K gold, sterling silver, Italian glass, pearls, and precious stones. <i>Every story has a bead™</i> .
SUGGESTED RETAIL PRICE	Individual beads starting at \$25.00 each
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$9.50 from the sale of each individual bead.
RETAIL AVAILABILITY	Visit www.TrollbeadsUS.com for retail locations.
PRESS CONTACT	Shane Powers Marketing Director (888) 290-7920 Ext. 301

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	Van Cleef & Arpels
PRODUCT	Vintage Alhambra pendant
WEB ADDRESS	www.vancleef-arpels.com
PRODUCT DESCRIPTION	Since its birth in 1968, the four points of the iconic Alhambra clover motif from Van Cleef & Arpels have come to symbolize True Love, Luck, Health, and Prosperity. The legendary quatrefoil design brings whimsy and a classical, elegant touch to all who wear it. To benefit BCRF, the new Vintage Alhambra clover pendant will debut in 18K rose gold.
SUGGESTED RETAIL PRICE	\$1,850.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% per piece sold from September 2010 - March 2011
RETAIL AVAILABILITY	All Van Cleef & Arpels boutiques and select Neiman Marcus locations
PRESS CONTACT	Alvina Patel, Director of Public Relations alvina.patel@vancleef.com Sarah Vicklund, Manager of Pubic Relations sarah.vicklund@vancleef.com

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