

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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

COMPANY/BRAND	Blessue™
PRODUCT	Blessue™ Premium Tissue – Facial Tissue
WEB ADDRESS	www.blessue.com
PRODUCT DESCRIPTION	Blessue™ Premium Tissue gives you the highest quality tissue without the high price, in a box design you'll be proud to display throughout your home while helping support the fight against breast cancer.
SUGGESTED RETAIL PRICE	Varies by store
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$.05 for every box sold. "Blessue™ for helping fight breast cancer!"
RETAIL AVAILABILITY	Babies R Us (select locations), Walgreens (select locations for a limited time while supplies last), Roundy's Supermarkets (Rainbow, Pick'n Save, Copps), Pamida, Marc's Stores, HEB Grocery Stores (select locations), Brookshire Brothers, Albertson's (Texas locations), London Drug Stores
PRESS CONTACT	Dana Kelman dkelman@blessue.com (917) 859-3684 Fax: (888) 633-0268

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

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COMPANY/BRAND	Conair Corporation
PRODUCT	Styling Appliances – Ceramic Straighteners, 1874 Watt Ionic Hair Dryer & Instant Heat Compact Setter
WEB ADDRESS	www.conair.com
PRODUCT DESCRIPTION	Control frizz, create curl or straighten & shine with these styling appliances that are loaded with the latest technologies to achieve salon results at home. A variety of hair accessories and styling brushes are also included in this program.
SUGGESTED RETAIL PRICE	\$19.99 - \$49.99
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Conair will donate \$1.00 per hair care appliance sold and \$0.30 - \$0.50 per hair accessory and brush product sold, with a guaranteed minimum donation of \$100,000.
RETAIL AVAILABILITY	Mass, drug, and specialty stores
PRESS CONTACT	Stacey DeFelice stacey_defelice@conair.com (203) 708-2177

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

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COMPANY/BRAND	Kmart Corporation
PROGRAM	Transfer for a Cause
WEB ADDRESS	www.kmart.com/transferforacause
PROGRAM DESCRIPTION	<p>Transfer for a Cause is a unique opportunity for you to support Kmart Pharmacy in donating to The Breast Cancer Research Foundation®. Kmart Pharmacy will donate \$5 to The Breast Cancer Research Foundation® with each qualifying prescription you transfer PLUS you may get up to a \$20 Kmart gift card (limit 5, must be a <i>Shop Your Way Rewards</i>SM member, coupon available in store or on website). That means you may get up to \$100 in Kmart gift cards and up to \$25 for the charity!</p> <p>Program runs from 9/15/10-10/31/10</p>
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	For each coupon redeemed (limit 5 per household) Kmart will donate \$5 to the BCRF. Minimum donation Amount: \$10,000.
HOW TO PARTICIPATE	Simply transfer your prescriptions, then show your coupon (available at www.kmart.com/pharmacy/transferforacause) and <i>Shop Your Way Rewards</i> SM card when you pick them up – we will take care of the rest!
PRESS CONTACT	Tom Aiello, Kmart Public Relations Tom.Aiello@searshc.com

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

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COMPANY/BRAND	Microflex
PRODUCT	ColorTouch® Pink
WEB ADDRESS	www.microflex.com
PRODUCT DESCRIPTION	ColorTouch® Pink powder-free latex examination gloves provide the quality, comfort and protection expected from the branded glove leader, Microflex, while proudly displaying the user's support for breast cancer research.
SUGGESTED RETAIL PRICE	Please contact your preferred distributor for pricing
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$1.00 per case sold
RETAIL AVAILABILITY	Available through all major healthcare, dental and industrial distributors
PRESS CONTACT	Mike Schoen Product Manager, Medical Division mschoen@barriersafe.com

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

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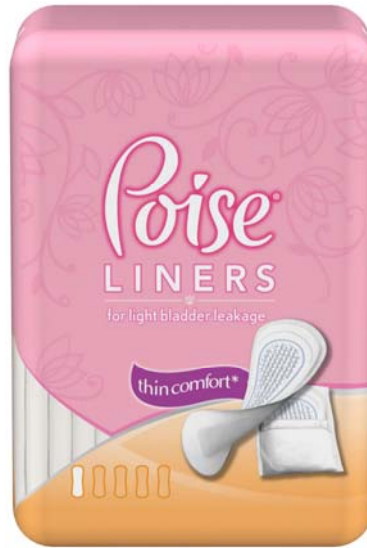
Click here for a high-resolution jpg of this image:
http://www.bcrfcure.org/images_pinkpresskit/mediven.jpg

COMPANY/BRAND	medi USA
PRODUCT	mediven® Sheer & Soft medical compression stocking and mediven® ready-to-wear lymphedema garments for the arm and hand
WEB ADDRESS	www.mediusa.com
PRODUCT DESCRIPTION	<p><i>mediven® Sheer & Soft</i>: exceptionally sheer and soft medical compression stocking for the treatment of venous disease.</p> <p><i>mediven® ready-to-wear upper extremity lymphedema sleeves & gloves</i> : an effective management tool for patients with primary or secondary lymphedema. Two compression classes, two lengths, and the most styles on the market. Therapist-recommended worldwide.</p>
SUGGESTED RETAIL PRICE	<p><i>mediven® Sheer & Soft</i>: \$41.98 - \$120.00</p> <p><i>mediven® lymphedema sleeves & gloves</i>: \$45.00 - \$160.00</p>
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$1.00 per product sold
RETAIL AVAILABILITY	Surgical supply stores, durable medical equipment stores, home medical equipment stores, pharmacies, orthopedic & prosthetic shops, and lymphedema therapists and clinics.
PRESS CONTACT	Brian Kletch (800) 633-6334 x245

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

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COMPANY/BRAND	Poise
PRODUCT	Thin Comfort Pads and Pantliners
WEB ADDRESS	www.1in3likeme.com for more information on our products and to see Whoopi Goldberg play historical women who may have had Light Bladder Leakage.
PRODUCT DESCRIPTION	Poise offers a complete range of absorbent pads and pantliners to provide the best in Light Bladder Leakage protection. Unlike feminine care pads, Poise is made specifically for leaks when you laugh, cough, sneeze or run.
SUGGESTED RETAIL PRICE	Varies by store
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	\$50,000
RETAIL AVAILABILITY	Mass, drug and grocery stores from September 1 - December 31
PRESS CONTACT	Lexi Kalil lkalil@mahercomm.com (212) 485-6853

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

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COMPANY/BRAND	Tarcher/Penguin
PRODUCT	Book/Diet/Fitness
WEB ADDRESS	www.penguin.com www.tarcherbooks.com
PRODUCT DESCRIPTION	An updated version of the 1980's fitness classic that topped <i>The New York Times</i> list for a year! Wendy Stehling's program is simple, effective and has helped her remain fit and trim into her 50s.
SUGGESTED RETAIL PRICE	\$7.95
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	A minimum of \$10,000 in connection with the sale of this book will be donated to The Breast Cancer Research Foundation.
RETAIL AVAILABILITY	Available online and at major retailers nationwide!
PRESS CONTACT	Brianna Yamashita: Brianna.Yamashita@us.penguin.com

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