

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



Legal Club Of America®

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COMPANY/BRAND	Legal Club of America®
PRODUCT	Family Protection Plan
WEB ADDRESS	www.legalclub.com
PRODUCT DESCRIPTION	The employee benefit that provides members with access to free and discounted legal care as well as access to professionals in Tax Advice and Preparation, Financial Planning, Identity Theft Solutions and LifeEvents™ Counseling.
SUGGESTED RETAIL PRICE	\$14.00 per member per month
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Legal Club of America will contribute 2% of all worksite revenue to BCRF.
RETAIL AVAILABILITY	Check with your HR or benefits department for availability. If it's not currently offered, contact Legal Club for additional options.
PRESS CONTACT	Cynthia Lowry Legal Club of America clowry@legalclub.com (800) 852-6829, ext 128

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

thanks
for sharing

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COMPANY	Macy's
PROGRAM	Thanks For Sharing Program
WEB ADDRESS	www.macys.com/thanks
PROGRAM DESCRIPTION	Starting September 15, 2010, enroll in Macy's Thanks For Sharing Program by charging a \$25 enrollment fee to your Macy's Card. You will get 10% rewards on most Macy's Card purchases (exclusions apply) from your enrollment date through December 31 st , and Macy's will donate \$10 for each enrollment, up to \$15 million to The Breast Cancer Research Foundation and other charities.
SUGGESTED RETAIL PRICE	\$25.00
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Macy's will donate \$10.00 for each enrollment, up to \$15 million to The Breast Cancer Research Foundation and other charities.
PROGRAM AVAILABILITY	To learn more and enroll, call 1-888-933-6229, visit www.macys.com/thanks or ask a Sales Associate at any Macy's store.
PRESS CONTACT	Elina Kazan Vice President, Media Relations & Cause Marketing, Macy's elina.kazan@macys.com

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COMPANY/BRAND	Madison Avenue Business Improvement District (BID)
PROGRAM	Madison Avenue Pink Ribbon Card
WEB ADDRESS	www.madisonavenuebid.org
PROGRAM DESCRIPTION	10% discount for New York City shoppers at participating Madison Avenue's luxury boutiques, salons and spa from 57th to 86th streets.
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% of purchases at participating Madison Avenue shops
HOW TO PARTICIPATE	Please contact the Madison Avenue BID at information@madisonavenuebid.org to receive your card. Valid October 27-30, while supplies last.
PRESS CONTACT	Matthew Bauer, President Madison Avenue BID (212) 861-2055

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

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COMPANY/BRAND	PINK TITLE
PRODUCT	Title Insurance
WEB ADDRESS	www.pinktitle.com
PRODUCT DESCRIPTION	Are you, your company, or someone you know, buying property—a house, anything? Don't let your lawyer or realtor pick your title insurance provider. Use your significant premium dollars to help us help the cause.
SUGGESTED RETAIL PRICE	Statutory
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	10% of our gross earnings benefit breast cancer research
RETAIL AVAILABILITY	www.pinktitle.com or call 888-720-PINK
PRESS CONTACT	Norman Scott (646) 208-1174

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

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COMPANY/BRAND	The Breast Cancer Research Foundation® (BCRF)
PROGRAM	Time for Research™
WEB ADDRESS	www.timeforresearch.org
PROGRAM DESCRIPTION	<p>Time For Research™ is a unique online opportunity for you to sponsor an hour or more of research time and make a difference in curing breast cancer. Each hour you sponsor helps The Breast Cancer Research Foundation fund the best and the most innovative breast cancer research projects in the world.</p> <p>You can create a page and invite family, friends, or colleagues to join you. You can even dedicate your page in honor of a survivor or in memory of a loved one.</p>
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Sponsor a half-hour for \$25, an hour for \$50, two hours for \$100, half a day for \$600. There is no limit. You can choose the number of hours to sponsor. Each hour is \$50.
HOW TO PARTICIPATE	Visit www.timeforresearch.org to make a direct donation or start your own fundraising cause.
PRESS CONTACT	Robbie Franklin Director, Marketing rfrankli@bcrfcure.org

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

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Text CURE to 27722

COMPANY/BRAND	The Breast Cancer Research Foundation® (BCRF)
PROGRAM	Text to Donate
WEBSITE	http://www.mgive.com/Partners.aspx
PROGRAM DESCRIPTION	Small donations can make a big impact. And you can do it all within ten seconds by the press of a few buttons on your cell phone and without the hassle of credit cards. Who knew texting could be so beneficial? Text CURE to 27722 to donate \$10 to BCRF.
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	A one-time \$10 donation is charged to your wireless bill or deducted from your prepaid balance. Message and data rates may apply.
HOW TO PARTICIPATE	(866) 720-3350 or go to mGive.com/a .
PRESS CONTACT	Robbie Franklin Director, Marketing rfrankli@bcrfcure.org

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