

# THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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[http://www.bcrfcure.org/images\\_pinkpresskit/delta.jpg](http://www.bcrfcure.org/images_pinkpresskit/delta.jpg)

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<b>COMPANY/BRAND</b>	Delta Air Lines
<b>PRODUCT</b>	Flying PINK: Delta's Global Fight to Find a Cure for Breast Cancer
<b>WEB ADDRESS</b>	<a href="http://www.delta.com">www.delta.com</a>
<b>PRODUCT DESCRIPTION</b>	Delta's Pink Plane, the airline's signature pink-and-white-liveried Boeing 767-400, flies year round to raise awareness and funds for The Breast Cancer Research Foundation. Throughout October, Delta will sell pink lemonade to customers flying on board.
<b>SUGGESTED RETAIL PRICE</b>	\$2.00 per glass of pink lemonade
<b>BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION</b>	Delta will donate 100% of pink lemonade sales
<b>RETAIL AVAILABILITY</b>	On Delta flights throughout October
<b>PRESS CONTACT</b>	Delta Corporate Communications (404) 715-2554

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