

In October, Pink Is The New Black

(NAPSA)—Autumn arrives, and with it a harvest of rich golds, rusts, crimsons—and pink? During National Breast Cancer Awareness Month in October, everything from clothing and accessories to favorite foods and household goods takes on shades of pink to raise money for breast cancer research and support services.

“October has become a hugely important time for educating women and rallying support to fight the disease,” said Diane Blum, one of the co-founders of National Breast Cancer Awareness Month and Executive Director of CancerCare®, a national non-profit organization that provides free counseling and support services to anyone affected by cancer.

Last year, the Tic Tac® brand launched a partnership with CancerCare® in which the company developed a special “Pink Ribbon Box” for its classic Freshmints flavor. Now in its second year, the Pink Ribbon Boxes are a simple yet meaningful way to make a personal and monetary contribution to those affected by breast cancer and in need of professional support. Five cents from the sale of each Pink Tic Tac Box, up to \$100,000, goes to support CancerCare’s breast cancer programs.

“The collaboration with the Tic Tac® brand is just one example of how inexpensive, everyday purchases can make a significant contribution,” said Blum. “When we founded National Breast Cancer Awareness Month, most people did not want to address the disease. Today, we are happy to say the topic is discussed openly and freely—and womens’ lives are



Common products come dressed in pink in support of Breast Cancer Awareness Month.

being saved—due to the support of corporate partners and concerned individuals across the country.”

2006 marks the 22nd anniversary of National Breast Cancer Awareness Month, which is designed to educate women about breast cancer detection, diagnosis and treatment. Since the program began in 1985, mammography rates have more than doubled for women age 50 and older, breast cancer deaths have declined and the initiative has grown to be one of the most recognizable health awareness initiatives in the United States.

For more information about support services for people affected by breast cancer, go to www.cancercare.org.