



spotlight on health

Celebrating The Strength And Courage Of Cancer Survivors, Strong Personal Supporters Or Advocates

(NAPSA)—Did you know that more than 180,000 individuals will be diagnosed with breast cancer in 2008? According to Susan G. Komen for the Cure, when caught in its earliest stages, breast cancer is more easily and successfully treated. The best time to check for breast cancer is when your breasts feel fine. Even if you feel healthy now, just being a woman and getting older puts you at risk for breast cancer.

Did you know that there are three simple steps you can follow to promote early detection?

- Regular mammograms
- A breast exam by your doctor
- Breast self-exams

These steps have helped make breast cancer more treatable, and as a friend or family member, you've provided much needed support for your loved one's fight against breast cancer. Now is your opportunity to recognize them for their strength and courage.

Passionate about Pink

Celebrating outstanding women who have survived breast cancer and those who are helping to fight for a cure for the women of tomorrow, Bright Starts™ baby toy and gear brand celebrates pink passion by looking for eight inspirational survivors, strong personal supporters or advocates who are continuing the fight against breast cancer. These are individuals who have overcome the extraordinary adversity of breast cancer, or are staunch supporters or advocates for finding a cure, and used the opportunity to model positive



Bright Starts™ celebrates the courage and strength of breast cancer survivors, strong personal supporters or advocates.

lessons to all—especially children.

Eight moms will be selected as the 2008 “Pink Power Moms” and given the opportunity to share their inspirational stories. These moms will also receive prize packages that include a \$500 gift certificate to an area spa, a \$400 gift basket and a \$100 gift certificate to www.brightstarts.com online store. In addition to the great prizes, a \$1,000 donation will be given in her name to the breast cancer charity of her choice.

A portion of the proceeds from the popular Bright Starts Pretty in Pink™ Collection items will be donated through the Kids II Foundation to support breast cancer research, with a minimum donation of \$100,000. Nominations for these inspiring women will be accepted at www.americanbaby.com/pinkpower. The nomination deadline is June 30, 2008.