



Holiday Hints

Spread Joy, Kindness And Hope This Season While Supporting The Fight Against Breast Cancer

(NAPSA)—The holiday season is a time of celebration, when family and friends gather together to exchange gifts and greetings. The Susan G. Komen Breast Cancer Foundation offers unique gifts that not only spread seasonal wishes of joy, kindness and hope, but also provide an easy way for shoppers to make a meaningful contribution to the fight against breast cancer.

Breast cancer is the leading cause of death among women ages 40 to 59, and more than 200,000 women and men will be diagnosed with the disease this year alone. Dedicated to finding a cure, the Komen Foundation continues its holiday program with a series of new gifts for 2003:

- **Trailing Vine Pink Ribbon Ornament** (\$10) can be hung from a holiday tree or placed on a desk or coffee table for year-round enjoyment.

- **Pink Ribbon Pen** (\$15) is a twist-action ballpoint packaged in a decorative pink ribbon tin.

- **Pink Ribbon Charm Watch** (\$55) features a pink dial and detachable pink ribbon charm.

- **Hope Cardigan** (\$68) created exclusively for the Komen Foundation by designer Michael Simon.

In addition to these new gift items, this year's specially designed *Everyone's Holiday Card* is available for \$1.25 per card with a minimum order of 25. For a nominal fee, cards and envelopes can be imprinted with the purchaser's name and return address or special message. Alternatively, in return for a \$5 donation per card, the Komen Foundation will send the *Everyone's Holiday Card* to each person on the purchaser's list.

To view and purchase holiday cards and gifts, visit the Komen Foundation's online Marketplace at www.komen.org, or contact the Foundation's toll-free order line at 1-877-SGK-SHOP (1-877-745-7467).



Cards and gifts that make a difference.

"Breast cancer affects everyone. It's important to keep the message of hope strong during the holiday season and throughout the year," said Susan Braun, president and chief executive officer of the Komen Foundation. "Purchasing the Komen Foundation's holiday cards and gifts supports innovative breast cancer research and brings us closer to finding a cure."

Up to 80 percent of the purchase price of all products sold by the Komen Foundation supports the Foundation's mission to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Many funds go directly to local communities to ensure access to quality health-care for the uninsured and to provide support for breast cancer patients and their families.

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at age 36. Today, the Komen Foundation is an international organization with a network of 75,000 volunteers working through more than 100 community-based Affiliates worldwide. Since its inception, the Komen Foundation has raised nearly \$600 million for the fight against breast cancer.

For breast health and breast cancer information, call the Komen Foundation's National Toll-Free Breast Care Helpline at 1-800 I'M AWARE® (1-800-462-9273) or visit www.komen.org.