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BREAST CANCER NETWORK OF STRENGTH RENAMES BREAST CANCER HOTLINE

“YourShoes™” Breast Cancer Support Center Offers 24/7 Support for Anyone Affected by Breast Cancer

CHICAGO—October 1, 2008—Breast Cancer Network of Strength (formerly Y-ME National Breast Cancer Organization), continues to celebrate its 30th anniversary year by announcing the new name of its breast cancer hotline, “YourShoes™” 24/7 Breast Cancer Support Center. YourShoes includes the country’s only 24-hour, toll-free breast cancer support phone number, as well as newly-added e-mail capabilities, all staffed exclusively by breast cancer survivors. The new name comes in time for National Breast Cancer Awareness Month in October, which has historically seen the highest volume of calls to the organization.

“Breast Cancer Network of Strength sets itself apart from other breast cancer organizations by providing immediate emotional relief to anyone affected by breast cancer,” said Margaret C. Kirk, chief executive officer, Breast Cancer Network of Strength. “YourShoes breast cancer support center provides anyone in need a sympathetic, knowledgeable ear as well as personal understanding from someone who has literally been in their shoes.”

In order to support programs like YourShoes, Breast Cancer Network of Strength relies on fundraising initiatives with its corporate partners. This October, Network of Strength is working with several companies to provide pink merchandise to those interested in supporting the organization and its various programs.

Pink merchandise available in October 2008 includes:

- **Limited edition T-shirts available on Shopbop.com:** Launching September 15, 2008, Shopbop.com will be offering a limited edition collection of breast cancer awareness tees. Shopbop teamed up with six of Hollywood’s most famous faces: Nicky Hilton, Cindy Crawford, Hilary Duff, Jaime King, Denise Richards and Sophia Bush, with each designing an exclusive tee for Shopbop and Breast Cancer Network of Strength. ***50% of the purchase price of the tees, retailing for \$88, will benefit Breast Cancer Network of Strength.***

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Breast Cancer Network of Strength October Promotions/Page 2

- **Limited edition T-shirts available at Lucy:** Starting September 15, 2008 all 62 Lucy stores will be stocked with signature *lucy*® Breast Cancer Awareness T-shirts. This year, the *lucy*® brand is offering two versions designed to increase awareness with 10 percent of sales being donated to Network of Strength. In addition, on October 4th Lucy stores nationwide will host a “Think Pink” shopping event with 10 percent of the day’s sales, up to \$25,000, donated to Breast Cancer Network of Strength.
- **Limited edition mops and brooms available from O-Cedar:** Through its Our Hope is to Help campaign, O-Cedar is donating more than \$100,000 to Breast Cancer Network of Strength and has created a line of pink mops and brooms to honor the organization. Available at retailers across the country, the special pink products retail for \$9.99 – 14.99.
- **Dial® and Renuzit®:** From September 1– October 31, 2008, a purchase of specially marked pink edition Renuzit® Raspberry Adjustable and participating Dial® brands supports Breast Cancer Network of Strength.

For more information about these and other pink merchandise available for National Breast Cancer Awareness Month visit www.networkofstrength.org

About Breast Cancer Network of Strength

Breast Cancer Network of Strength’s mission is to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. The organization does not raise money for research but is here today for those who can't wait for tomorrow's cure. Breast Cancer Network of Strength has YourShoes™, the country’s only 24-hour breast cancer support center staffed entirely by trained breast cancer survivors.

Additionally, affiliates throughout the nation provide services such as support groups, breast health awareness workshops, wigs and prostheses for women with limited resources, and advocacy on breast cancer related policies in their communities.

The organization is a 501(c)(3) and meets the National Health Council's 41 Standards of Excellence in governance, fundraising, accounting and reporting, and evaluation. Charity Navigator, an independent evaluator of nonprofits, gives the organization its highest rating of four stars for sound fiscal management for the third year in a row.

For information or support, visit www.networkofstrength.org or call 1-800-221-2141 (English, with interpreters available in 150 languages) or 1-800-986-9505 (Spanish).

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