



For Immediate Release

BREAST CANCER ALLIANCE AND GREENWICH MERCHANTS PARTNER TO SUPPORT BREAST CANCER AWARENESS MONTH WITH GO FOR PINK, A SPECIAL DAY OF SHOPPING AND EVENTS ON OCTOBER 1ST

Greenwich, CT, September 2, 2015—Breast Cancer Alliance (BCA) is once again proud to partner with more than 50 Greenwich merchants to present GO FOR PINK, a special day of shopping and events dedicated to Breast Cancer Awareness Month. Scheduled on October 1st in the Town of Greenwich, GO FOR PINK brings the community together to raise awareness and critical funding for breast cancer research, education, early detection, and support for patients and survivors. Most participating merchants will be donating 10% of their day's sales to BCA.

Greenwich First Selectman Peter Tesei, will kick-off GO FOR PINK—now in its second year—during the Breast Cancer Alliance flag raising ceremony held at Greenwich Town Hall at 9:00 a.m. Participating merchants will display GO FOR PINK signs in their windows, many offering shopping discounts and refreshments throughout the day extending hours until 7 p.m. Richards will be offering customers lunch between noon and 2:00 p.m. and will be open until 8:00 p.m., providing a perfect opportunity to shop later and socialize with friends. Richards, a longstanding and major supporter of BCA, will also be donating proceeds from their online sales all day on October 1st at MITCHELLSTORES.COM for customers using the code BCA15.

Saks Fifth Avenue in Greenwich will host a GO FOR PINK breakfast when the store opens at 10 a.m. to launch their month-long *Key To The Cure* campaign and sale of their limited-edition T-Shirts designed by Jason Wu, contributing 100% of T-shirt sales to BCA.

BCA President Sharon Philips, said, “While great strides have been made in breast cancer research, much remains to be accomplished. Proceeds from GO FOR PINK will further Breast Cancer Alliance’s mission to improve survival rates and quality of life for those impacted by breast cancer through better prevention, early detection, treatment and cure. Last year’s inaugural event helped BCA fund \$1.6 million in grants for 2015.”

“The Greenwich community has been tremendously supportive of GO FOR PINK’s mission to raise critical funds to support BCA’s goal of eradicating breast cancer”, said Breast Cancer Alliance Executive Director Yonni Wattenmaker. “In addition to the wonderful shopping opportunities, mammograms will also be available by appointment throughout the day at Stamford Hospital’s Mobile Wellness Center located at Greenwich Town Hall.” To schedule an appointment online visit, <http://bcagoforpink.org/info/>

“We are grateful to our many Greenwich partners and merchants for their generous support and extraordinary commitment to this important community event, and we thank all those who GO FOR PINK and shop on this special day,” commented GO FOR PINK Chair Loren Taufield.

Marcia O’Kane, Executive Director of The Greenwich Chamber of Commerce, said, “Once again, we are very excited to support GO FOR PINK and we encourage all merchants to participate and help mark the start of Breast Cancer Awareness Month. This cause touches all of us and demonstrates the power of the Town of Greenwich to come together and raise funds for breast cancer.”

Registration for merchants to participate is available online at www.BCAGOFORPINK.org and the complete list will be continuously updated on the event’s website. Preliminary participants to date include: Alexis Bittar, Alice and Olivia, All Sports Apparel, Amina Rubinacci, Aromaflage, Back 40 Mercantile, Calypso St. Barth, Carlisle/Per Se, Duxiana, Eileen Fisher, Gabby, Greenwich Orchids, Hästens, Home Boutique of Greenwich, Intermix, J. McLaughlin, Jeune Arbres, Jonathan Adler, Kate Spade, Katie Fong, Leggiadro, Lexington Company, Lillian August Designs, Lilly Pulitzer, Lux Bond & Green Fine Jewelry, Madewell, Manfredi Jewels, McArdle’s Florist, Olivine Gabbro, Out of the Box, Patricia Gourlay, Rag & Bone, Ralph Lauren, Relax The Back, Richards, Roberta Roller Rabbit, Saks Fifth Avenue, Scoop NYC, Shreve, Crump & Low, Simon Pearce, Simon Teakle Fine Jewelry & Gifts, Splurge Gifts, Steven Alan, Steven Fox Jewelry, Stuart Weitzman, Sweaty Betty, Tangerine, Theory, Tory Burch, Vilebrequin, Vince, vineyard vines, Winston Flowers.

During the month of October, Breast Cancer Alliance will be the beneficiary of additional charity events. vineyard vines will be extending GO FOR PINK at all their stores on Saturday, October 24th and has once again named BCA as the recipient of proceeds from their *Tied to a Cause* designated product sales throughout the month. In addition, BCA will be the charity partner for Saks Fifth Avenue’s *Key To The Cure* shopping weekend held October 15-18 In Greenwich.

Since its inception in 1996, Breast Cancer Alliance, headquartered in Greenwich, CT, has awarded more than \$20 million in grants and is one of the preeminent breast cancer foundations in the country. Over its nearly two-decade history, BCA has funded cutting-edge research and one-year postgraduate breast surgery fellowships at 25 of the nation's leading research institutions.

Learn more about **Breast Cancer Alliance** at www.breastcanceralliance.org

For information about **GO FOR PINK** and a complete list of merchants, visit www.BCAGOFORPINK.org

For **media inquiries**, please contact Christine M. Biddle, Biddle & Bellidora Communications:

914-763-3843, christine@biddleandbellidora.com

####