

THE BREAST CANCER RESEARCH FOUNDATION®

SHOP PINK for Prevention and a Cure



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COMPANY	Delta Air Lines
PROGRAM	Flying PINK: Delta Continues the Global Fight to Find a Cure for Breast Cancer
WEB ADDRESS	www.delta.com
PROGRAM DESCRIPTION	Delta's Pink Plane, a signature pink-and-white-liveried Boeing 757, continues to fly year-round to raise awareness and funds for its partner, The Breast Cancer Research Foundation (BCRF) in the search for a cure. And, throughout October, Delta will sell its signature pink product – pink lemonade – to customers on-board nearly all of the airline's domestic and international flights for \$2.
BENEFIT TO THE BREAST CANCER RESEARCH FOUNDATION	Net proceeds from the sale of pink lemonade onboard nearly all Delta flights during October and 100% of all customer donations made onboard.
HOW TO PARTICIPATE	Purchase pink lemonade on board nearly all Delta flights during October.
PRESS CONTACT	Katie Connell Delta Corporate Communications (404)714-9455 katie.m.connell@delta.com Julie Horn Dan Klores Communications (212)981-5221 juliet_horn@dkcnews.com

BCRF contacts: Anna DeLuca at (917) 697-7500 or Robbie Franklin at (646) 497-2614

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Towel Size:
3' x 5' (35" x 62")
13 oz.

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COMPANY

Anne McAlpin Travel Products

PRODUCT

The 3-in-1 Pink Ribbon Towel, Blanket & Sarong

WEB ADDRESS

www.packitup.com

PRODUCT DESCRIPTION

The compact Anne McAlpin Travel Towel is perfect for anywhere you want to travel! It's the ideal beach or bath towel and triples its usefulness as a sarong or cozy airline blanket. The 3'x5' microfiber towel absorbs 5 times its weight in water, and 90% of the water can be removed by hand wringing. It comes in a deluxe travel bag so you can organize your items for the plane/car & your swimsuit, sunscreen and sunglasses for the beach/pool.

SUGGESTED RETAIL PRICE

\$29.95

BENEFIT TO BCRF

\$1.00 per set

RETAIL AVAILABILITY

www.packitup.com

PRESS CONTACT

Anne McAlpin
(541)899-0222
Anne@packitup.com or www.packitup.com/contact.asp

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