

FASHION  BUG
LOOK GREAT. SPEND LESS.



FASHION BUG PRESENTED A SPECIAL “BRA-FIT” FUNDRAISER ON OCT. 10 TO KICK OFF ITS CAMPAIGN FOR NATIONAL BREAST CANCER AWARENESS MONTH

Proceeds From This Month Long Promotion Benefit Oregon-Based Making Memories Breast Cancer Foundation™

Fashion Bug hosted a special “Bra-Fit” fundraiser to commence their month long campaign benefiting Making Memories Breast Cancer Foundation during National Breast Cancer Awareness Month in October. Women were invited to visit Fashion Bug’s west coast and New England stores on October 10 from 10 a.m. – 6 p.m. for an exclusive opportunity to meet with certified fit specialists, who helped women find their perfect style and bra size. Proceeds from this special fundraiser along with donations made at participating Fashion Bugs throughout October, will support Making Memories Breast Cancer Foundation, a non-profit organization dedicated to granting wishes to stage IV breast cancer patients.

With statistics showing that 8 out of 10 women are wearing the wrong bra size right now, this one-day event gives women a chance to find their perfect bra size while supporting a great cause – breast cancer awareness. Studies show that every three minutes a woman in the United States is diagnosed with breast cancer¹ and every 13 minutes a woman dies of breast cancer². In 2009 alone, 192,370 women in the US will be diagnosed with breast cancer³ and 40,170 women in the US will die from breast cancer³. Currently, there are approximately 2.5 million women diagnosed with breast cancer living in the US³ — and this number is increasing rapidly. The driving force of Making Memories Breast Cancer Foundation is to make a wish come true for these brave fighters. The wishes and memory-making events help put the realities of this terminal illness aside, if only for a few days, and give loved ones the opportunity to spend quality time together.

“We’re thrilled to partner with such a dedicated organization believing in the ultimate outcome of ‘making memories’ for these victims and their families,” says Patti Lange, Executive Director of Making Memories Breast Cancer Foundation. “Fashion Bug’s customers will stand out as ‘wish grantors’ with their participation in this spectacular and very special event.”

Visit www.FashionBug.com to find a participating store near you. Women will enjoy a “Buy 2, Get 1 Free” discount during the event.

ABOUT FASHION BUG™

Fashion Bug invites women everywhere to look great and spend less—featuring current styles in sizes 6–30 for work, weekend and everything in between. From dress to business casual, and from active knits to jeans and fashion tops, Fashion Bug offers fresh looks to satisfy all the lifestyle needs of today's busy woman. At the lowest prices possible. Fashion Bug stores are in nearly 900 neighborhoods and 43 states nationwide. Selection may vary by store. For more information about Fashion Bug, please visit www.fashionbug.com or call 888-273-3447.

ABOUT MAKING MEMORIES BREAST CANCER FOUNDATION™

Headquartered in Portland, OR, Making Memories Breast Cancer Foundation™ is a non-profit organization dedicated to granting wishes, including memory-making events, for stage IV breast cancer patients, while continuing to support, educate and increase awareness of breast cancer. Since its founding in 1998, Making Memories has developed various fundraising divisions including Brides Against Breast Cancer™, Pink Envelope Project, Quilters Against Breast Cancer and Diamonds for Dreams. These divisions support wish fulfillment and various educational programs of the foundation. Each year, Making Memories receives thousands of wedding gowns from various manufacturers, designers, retailers and individuals for the Brides Against Breast Cancer™ Nationwide Tour of Gowns, making it the organization's primary fundraising activity. Making Memories has received national media coverage including *Oprah*, *MSNBC*, *CNN*, *Newsweek*, *TIME*, *Redbook*, *Brides*, *Modern Bride*, *Martha Stewart Weddings*, *Family Circle*, *Woman's Day* and *Shape* magazine among others. For more information about Making Memories, please visit www.makingmemories.org.

¹ One woman every three minutes is diagnosed with breast cancer is derived from the following equation:
 $365 \text{ days/yr} \times 24 \text{ hr/day} \times 60 \text{ min/hr} = 525,600 \text{ minutes in each year}$
 $525,600 / 192,370 \text{ women diagnosed/yr} = 2.732 = 3 \text{ minutes}$

² One woman every 13 minutes dies from breast cancer is derived from the following equation:
 $365 \text{ days/yr} \times 24 \text{ hr/day} \times 60 \text{ min/hr} = 525,600 \text{ minutes in each year}$
 $525,600 / 40,170 \text{ women die/yr} = 13.08 = 13 \text{ minutes}$

³ American Cancer Society. What Are the Key Statistics for Breast Cancer? Atlanta, GA, American Cancer Society, 2009.
http://www.cancer.org/docroot/cr/content/cr_2_4_1x_what_are_the_key_statistics_for_breast_cancer_5.asp.

