



Support for Breast Cancer Research Gets Personal for Industry

Donna Tavetian, product manager at Apple & Eve, LLC, remembers a time not too long ago when the subject of cancer was barely broached around the office and during meetings.

Nowadays, however, the fear factor has been replaced by a realization that most people know someone who has been affected by breast cancer — if not personally, then through family, friends or colleagues at work.

“Now you go into these meetings and everyone talks about a personal story,” she said. “Awareness is high, and that’s good; but the sad reality is that rates haven’t gone down even though the quality of survivorship has gone up.”

Tavetian’s company, Apple & Eve, has joined with other military resale industry companies in supporting efforts to raise awareness and/or enhance education and research related to breast cancer.

PATRONS ENGAGED

In conjunction with Breast Cancer Awareness Month, commissaries and exchanges are merchandising a wide variety of products that allow patrons to make their own contributions to the fight against breast cancer. While space constraints prevent *E and C News* from listing all the companies sponsoring related promotions, the following is a sampling of what is happening in the world of military resale.

APPLE & EVE

For the past seven years, Apple & Eve has been involved in breast cancer-related promotions that raise awareness; since 2009, its efforts have been tied to the military resale community. During October, for every bottle of Northland juice sold in Defense Commissary Agency (DeCA) stores, the company will donate 25 cents toward research as part of its “Drink to Pink” program. To help patrons support

Apple & Eve has donated more than half a million dollars to the Breast Cancer Research Foundation: ‘We would not have been able to do that without the help of the military.’

— Donna Tavetian, Northland Juices product manager, Apple & Eve, LLC



Northland Juices, which promotes its “Drink To Pink” program on its website, donates 25 cents of every bottle of juice sold in commissaries to the Breast Cancer Research Foundation (BCRF).

the program, each juice container includes a 50-cent coupon.

Since 2006, Northland Juices — a division of Apple & Eve — has donated more than half a million dollars to the Breast Cancer Research Foundation.

“We would not have been able to do that without the help of the military,” Tavetian said.

She credits DeCA with doing a “phenomenal” job of calling attention to the month-long program through various merchandising techniques, including header cards and display coupons. Tavetian calls them “fabulous partners.” She added, “When DeCA does a display, it’s like the size of a big convenience store aisle.”

Since launching its annual Drink to Pink program, the consumer relations department at Apple & Eve has heard numerous stories of patrons who specifically purchased the Northland juices because of what the

pink ribbon represents.

MCNETT

In support of Breast Cancer Awareness month, McNett is partnering with the Army & Air Force Exchange Service (AAFES) to coordinate its Pink Towel program.

McNett’s Outgo brand microfiber towels will be produced in a limited edition pink color along with a special embroidered ribbon stitched into the fabric. “This is the same best-selling Outgo microfiber towel that military servicemembers have come to rely



All proceeds from the sale of this limited edition McNett pink microfiber towel goes to the National Breast Cancer Foundation (NBCF).

Northland is Proud to Support a Great Cause.

NORTHLAND
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TO PINK™**



Northland is a proud partner of The Breast Cancer Research Foundation® (BCRF). Since 2006, Northland has donated over a half million dollars to The Breast Cancer Research Foundation to support the most advanced and promising breast cancer research worldwide. During October, military shoppers can contribute to BCRF with each purchase of Northland Juices.



Northland will donate \$0.25 for every bottle sold in military commissaries from October 1-31, 2012 up to \$25,000.

Special display header card and shelf tear pads will help promote the event in your commissary.



See your local
DMI representative
for more details.



Represented By DMI

This promotion is neither paid for nor sponsored by the Department of Defense.

www.drinktopink.com

“Breast cancer is a very real issue affecting our military families and we’re proud to support the initiatives from NBCF.”

— McNett President Duane McNett



For the third year in a row, Wiley will donate \$3 from the sale of each polarized or non-polarized Lacey brand of eyeglasses to BCRF.

on in the field,” a McNett spokesman said. “Instead of being used to support our troops’ mission in the field, this towel supports the cause of putting an end to breast cancer through research.”

All proceeds from the sale of the pink towels go to the National Breast Cancer Foundation (NBCF).

SUPPORTING INITIATIVES

“This is our second year partnering with the National Breast Cancer Foundation,” said company president Duane McNett. “Breast cancer is a very real issue affecting our military families and we’re proud to support the initiatives from NBCF. They’re an excellent resource contributing to breast cancer research, and providing early detection plans and resources for women already battling breast cancer. We absolutely had to be a part of it.”

Tanya Brooks, vice president of sales at McNett, noted, “Breast cancer awareness grows each year because of the work done by NBCF and other organizations. We’re proud to have the ribbon embroidered on our towels, and to be partnered with NBCF. We’re looking forward to bringing these towels to AAFES customers, and we hope they too will embrace this cause.”

“It’s hard to find a family that hasn’t been affected by this disease in one way or another. For this reason, all of us in the Wiley X family are committed to assisting BCRF in its noble effort — to find a cure for breast cancer in our lifetime.”

— Wiley X Co-Owner
Myles Freeman Jr.

GENERAL MILLS

For more than 14 years, General Mills has supported the breast cancer cause through programs like Yoplait’s Save Lids to Save Lives pink lid campaign and Pink Together, a social community for those touched by the disease. Through these and other initiatives, General Mills has donated more than \$44 million to the cause.

From Sept. 27 through Oct. 24, General Mills is hosting a “Pink for the Cure” promotion at commissaries in support of the Susan G. Komen Foundation. Commissary patrons will have the opportunity to show their support for the Susan G. Komen Foundation by purchasing customized pink packaging on select General Mills brands, along with low pricing and high-value coupons.

Product demonstrations and free point-of-sale (POS) material will support General Mills products on display at DeCA stores during this period.

WILEY X

For protective eyewear manufacturer Wiley X, support for breast cancer research goes beyond the month of October. For the third year in a row, Wiley said it would donate \$3 from the sale of each po-

larized or non-polarized Lacey brand of eyeglasses to BCRF. “It’s hard to find a family that hasn’t been affected by this disease in one way or another,” said Wiley X Co-Owner Myles Freeman Jr. “For this reason, all of us in the Wiley X family are committed to assisting BCRF in its noble effort — to find a cure for breast cancer in our lifetime.”

INCREASING AWARENESS

Designed specifically for women, the Lacey is one of Wiley X’s best-selling models. The eyeglasses have earned ANSI-Z87.1-2003 High Velocity Impact rating for occupational-grade vision protection against a variety of dangers encountered in the outdoors. “Everyone who purchases a pair of stylish Lacey sunglasses receives more than just the most advanced vision protection on the market,” Freeman said. “They also receive the positive feeling that comes from supporting research directed towards finding a cure.”

Throughout the year, Wiley X’s program and the product itself will help to raise both money and awareness. The Lacey features a cotton candy-colored frame matched with either coral pink or polarized bronze lenses. A signature BCRF Pink Ribbon cling sticker is attached to each set of eyewear. “In addition to scientific research, one of the biggest weapons against this disease is increased awareness,” Freeman noted.

BIC WORLD

BiC will use some of its stationery products — including the BiC Wite-Out Correction Tape, BiC Mark-It Permanent Marker, BiC Atlantis Ball Pen, and BiC Mechanical Pencils — as part of its commitment to the Susan G. Komen for the Cure foundation.

Some of BiC’s standard orange stationery packages will be colored pink for the occasion, including the barrel of the pen or pencil, and the ink when applicable. Moreover, all product packaging that is colored pink will also feature the Susan G. Komen logo and the following statement: “In 2012-2013, BiC USA Inc. will donate \$200,000 to Susan G. Komen for the Cure in support of its promise to end breast cancer forever. www.komen.org.”

BiC World will hold a “Passionately Pink Awareness Day” in its corporate office for information about breast cancer.

—E and C NEWS



BiC repackaged several of its stationery products this October as it continues its longstanding support of the Susan G. Komen for the Cure foundation

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The Breast Cancer
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