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## The Breast Cancer Research Foundation Continues Partnership with CafePress to Support Breast Cancer Research

### Sales and Social Sharing Campaign in Recognition of National Breast Cancer Awareness Month

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Breast cancer is a devastating disease - with over a quarter of a million new cases expected to be diagnosed in women in 2014, breast cancer is far-reaching - impacting women, men and children as well as surrounding family, friends and communities. Today, [CafePress](#) (Nasdaq:PRSS) announced the launch of the company's [annual campaign](#) to help find a cure for breast cancer in partnership with [The Breast Cancer Research Foundation®](#) (BCRF).



<http://www.cafepress.com/bca2014>

"The Breast Cancer Research Foundation is delighted by CafePress' continued support for the fight against breast cancer," said Myra Biblowit, President & CEO, BCRF. "With the generous contributions yielded from these social and sales driven campaigns, BCRF will continue to be able to invest in promising breast cancer research that will lead us to a cure."

In this eighth year of supporting leading breast cancer organizations (CafePress began supporting the fight against breast cancer in 2006), CafePress honors those who have survived and won their battle while also remembering those we have lost by sharing a few of the countless narratives of survival that have moved and inspired us to continue to make this an annual priority. We encourage you to share these encouraging and beautiful stories of determination, support and reflection.

- I Used To Ask Why Me. <http://bit.ly/YYFRyk>
- Who Did You Survive For? <http://bit.ly/1u72cGM>
- It Takes A Village. <http://bit.ly/1AV7svP>

The Breast Cancer Research Foundation® Continues Partnership with CafePress to Support Breast Cancer Research (Photo: Business Wire)

"share" given to the video entitled, "I Used To Ask Why Me," 10 percent of the final purchase price of breast cancer awareness products tagged "BCA2014" and \$2 from the sale of our two special edition T-Shirts (priced at \$7) will go to The Breast Cancer Research Foundation.

Special Edition T-Shirts:

- [I Wear Pink for Everyone](http://bit.ly/1sD5dZF) (<http://bit.ly/1sD5dZF>)
- [Hope T-Shirt](http://bit.ly/1pIE1wO) (<http://bit.ly/1pIE1wO>)

Examples of inspirational merchandise include:

In support of the battle to end breast cancer, CafePress will donate \$1 for every Facebook

- [I Wear Pink for my Sister Mug](#)
- [I Wear Pink for my Mother Apron](#)
- [Peace Love Pink T-Shirt](#)

"We are honored to continue to support The Breast Cancer Research Foundation and their valuable work," says CafePress spokesperson, Sarah Segal. "We are also privileged to share a few of the experiences of the people directly affected by organizations like BCRF and their work towards a cure. We look forward to building on this partnership."

For more information, visit <http://www.cafepress.com/>.

#### **About CafePress [PRSS]:**

Founded in 1999, [CafePress](#) is passionate about helping individuals forge connections and celebrate their identities, interests and obsessions through unique products and content. Using our proprietary, print-on-demand services and e-commerce platform, users can not only discover a variety of inspired designs, but can create their own - no graphic design knowledge necessary.

#### **About The Breast Cancer Research Foundation®**

The Breast Cancer Research Foundation (BCRF) advances the world's most promising research to eradicate breast cancer in our lifetime. Founded by Evelyn H. Lauder in 1993, BCRF has raised more than \$500 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis. This year, we invested \$45 million in the work of more than 200 researchers at leading medical institutions across six continents. By spending 91 cents of every dollar on research and public awareness, BCRF remains one of the nation's most fiscally responsible charities. We are the only breast cancer organization with an "A+" from CharityWatch, and have been awarded a 4-star rating from Charity Navigator 12 times since 2002. Join us at [www.bcrfcure.org](http://www.bcrfcure.org).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140923005308/en/>

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