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**TOP BREAST CANCER “PINK” PRODUCTS SHOWCASED FOR PRESS ONLY  
APRIL 14<sup>th</sup> FROM 2-6 PM @  
ALGONQUIN HOTEL, NYC**

(Los Angeles, April 12, 2010) – On April 14, 2010, from 2 to 6 pm at the Algonquin Hotel in New York City, a recession busting PR tool called Consumer Product Events ([www.ConsumerProductEvents.com](http://www.ConsumerProductEvents.com)) will showcase “pink” breast cancer awareness products and the entrepreneurs who created them for the New York press. The event is being held for the media who are gathering content for their annual October issues that fall during Breast Cancer Awareness Month. “Pink Gear” is one of the Consumer Product Events that are planned throughout each year where only 30 products are introduced to top reporters who need certain kinds of products for annual special issues. Consumer Product Events was developed to save marketers the costs of a year-long PR retainer and to help reporters gather all the products and interviews they need for their news cycles.

Consumer Product Events premiered in Los Angeles in 2009 with the wildly successful “Holiday Gift Guide Gear” event in June, followed by “Beauty,” “Valentine’s Day,” “Nutrition and Fitness,” “Mother’s and Father’s Day Gifts,” “Wedding” and “Tech,” “Home,” “Baby/Back to School” events.

The “Pink Gear” exhibitors include:

**Armpocket** – This eco-friendly hands-free pink arm pocket allows runners to carry iPod’s and other essentials; 10% of the proceeds benefit the Breast Cancer Fund. ([Armpocket.com](http://Armpocket.com))

**Barlean’s** – Highlighted on Good Morning America, Barlean’s flax oil contains essential Omega-3 fatty acids that aid in preventing cancer. Their Brevail product is the first to address the maintenance of orderly cellular division by raising the lignan concentration which most closely parallels extraordinary breast health. ([Barleans.com](http://Barleans.com))

**Breast Cancer Sisterhood** – An online community for breast cancer patients and survivors. The network provides connection opportunities for patients, survivors, friends, family, caregivers, etc. ([Breastcancersisterhood.com](http://Breastcancersisterhood.com))

**Confident Clothing** – Breast cancer survivor and fitness trainer Kathy Adams solved the post-mastectomy clothing problem with the creation of Cool Chemo clothing, garments that safely secure and disguise post surgical tubes. ([Confidentclothing.com](http://Confidentclothing.com))

**Conair** – Conair’s pink product line not only helps cure bad hair days but breast cancer as well; their program makes a per unit sales donation to The Breast Cancer Research Foundation. (Conair.com)

**EmergenC** – Actress Liv Tyler supports EmergenC’s Pink campaign, which proclaims the health benefits of Vitamin C; a percentage of every box sold benefits breast cancer research. (Emergenc.com)

**Foot Solutions** – Known for the innovative foot care they carry in their 250 stores nationwide, The Foot Solutions Susan G. Komen Pink Balance Walking Poles are ergonomically designed to help tone core muscles and burn 46% more calories than traditional walking. (Footolutions.com)

**Greens Plus** – Winner of a Better Nutrition Magazine Best of Supplements 2009 award, Greens Plus superfoods contain essential multivitamins and supplements to create a healthier lifestyle, leading Survivor host Jeff Probst to say it’s a ‘must have.’ (Greensplus.com)

**Igloo** – Igloo’s distinctive line of pink coolers are designed to not only cool beverages but also raise awareness about breast cancer with the Pink Ribbon Cooler Program. (Igloocoolers.com)

**Kitchen Aid** – Having raised over \$7 million for Susan G. Komen for the Cure, Kitchen Aid’s Cook for the Cure offers an assortment of pink cooking products designed to help create culinary creations and raise awareness about breast cancer. (Kitchenaid.com)

**Luisa Luisa** – The innovative LuisaLuisa collection is the first ever exercise wear designed specifically for breast cancer patients and gives post-mastectomy women comfortable options while working out. (Luisaluisa.com)

**Matcha Source** – Matcha Source promotes the numerous anti-oxidant and health benefits of matcha tea which has been mentioned in Women’s Health and Vogue for its disease preventing qualities. (Matchasource.com)

**Pink Daisy Project** –The Pink Daisy Project is a 501(c)3 organization that helps women struggling with breast cancer by offering needed assistance from housecleaning, grocery shopping, meal preparation to assistance with prescription medicine costs. (Pinkdaisyproject.com)

**Pink DaysAgo** – 2007 Good Housekeeping’s “Good Buy Award” winner, the Pink DaysAgo calendar helps remind women to remain in the habit of doing regular self-exams. (Howmanydaysago.com)

**Presents for Purpose** – Featured in InStyle magazine, Presents for Purpose’s stylish pink jewelry and apparel supports cancer research or any other charity of choice. Their fan club includes rocker Alice Cooper and it is the official charity of Consumer Product Events. (Presentsforpurpose.com)

**Revolution Tea** – “Revolutionizing” and reintroducing tea to the world, Revolution Tea’s 3D Pink Grapefruit quenches thirst and hydrates while half the net proceeds from sales are donated to breast cancer charities. (Revolutiontea.com)

**Root Candles** – Root Candles has been crafting “the best candles in America” since 1869 and now offers the Hope Candle benefiting Susan G. Komen for the Cure, available in three distinct, inspiring fragrances. (Rootcandles.com)

**Smart Mom LLC** – Jewelry inspired by teething babies that like to tug and chew on their mom’s accessories. (Smartmomjewelry.com)

**Victorinox Swiss Army** – Known worldwide for its quality and utility, Victorinox offers the Classic SD knife in translucent pink as well as the Alliance Sport timepiece, guaranteeing a minimum donation of \$50,000 dollars to Susan G. Komen for the Cure. (Swissarmy.com)

**Yoga for Cancer** –Yoga For Cancer is the first and only DVD of its kind specifically for those battling breast cancer focusing on positions that reduce stress and bring healing energy to areas that need it most. (Yogaforcancer.com)

“I created these events to help reporters source great products and meet the entrepreneurs behind them at one time and in one place,” said Consumer Product Event’s founder, Alyson Dutch. “For products, there isn’t anywhere in the US where one would find all these reporters at once and no publicist who would ever give away their contacts, but that’s what we do!”

Consumer Product Events ([www.consumerproductevents.com](http://www.consumerproductevents.com)) connects consumer-packaged goods with the press who are looking to report about them. Created by a PR veteran whose clients have included everything from Champagne Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting and Michael Douglas -- we know how to get the media’s attention. The series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters. Showcasing product with Consumer Product Events can save more than 95% of a yearlong PR budget. The most highly targeted PR investment available, our events cover over 14 industry categories and expose product to the most influential reporters in just one day.

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