



FOR IMMEDIATE RELEASE: {DATE RELEASED TO MEDIA} _____

CONTACT: {YOUR NAME} _____

{PHONE} _____

{E-MAIL} _____

**Local Longaberger Horizon of Hope® Event Raises {Total \$\$\$ Raised} _____
for Breast Cancer Research and Awareness**
*\$2 of Every Longaberger 2009 Horizon of Hope Basket Purchased
Donated to Breast Cancer Research and Awareness*

{HOMETOWN, STATE} (_____) – As part of the 2009 Longaberger Horizon of Hope campaign, local Home Consultant {YOUR NAME} _____ helped raise more than {Total \$\$\$ Raised} _____ in the fight against breast cancer. {YOUR LAST NAME} _____ held a special Longaberger Horizon of Hope event featuring two baskets specially designed for this year’s campaign. The event was one of hundreds like it being held across the country as part of the 2009 Horizon of Hope campaign.

“Nearly all of us know someone whose life has been affected by breast cancer,” {YOUR LAST NAME} _____ said. “What better way to help fight this deadly disease than by bringing together a group of friends to talk about this important issue and raise funds to help make breast cancer a thing of the past.”

Breast cancer is the most common cancer among women, other than skin cancer. It is the second-leading cause of cancer death in women, after lung cancer.

Each year, Longaberger designs a special basket sold exclusively during the Horizon of Hope campaign. With every Horizon of Hope basket sold, \$2 goes directly to the American Cancer Society for breast cancer research and awareness.

The Longaberger Company, along with Longaberger Independent Home Consultants and the American Cancer Society, established the Horizon of Hope campaign in 1995 to raise funds for breast cancer research and awareness programs. The campaign runs each year from July 1 through August 31. Since 1995, the effort has raised \$14 million and reached an estimated 20 million women with potentially life-saving information.

For more information about Horizon of Hope, please visit www.horizonofhope.com.