

The Longaberger® Company

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LOCAL LONGABERGER HOME CONSULTANT KICKS OFF HORIZON OF HOPE CAMPAIGN TO BENEFIT BREAST CANCER INITIATIVES

(HOME CONSULTANT HOMETOWN, state) – Longaberger Home Consultant (First and Last Name Here) is kicking off the company’s 2009 Horizon of Hope campaign to support American Cancer Society breast cancer research and education initiatives.

The campaign features two special Horizon of Hope baskets and other products that Longaberger designs and sells exclusively for the fundraising effort. Proceeds – \$2 from the sale of each Horizon of Hope basket and accessory set and \$1 from every Pink Pie Plate and Pink Measuring Cup – go to the American Cancer Society. The entire line of Horizon of Hope products is available through (Last Name) via her website at (Web Address) or by calling (Phone Number).

“Our goal is to expand awareness of this program and enlighten more people to how they can make a huge impact in the fight against breast cancer,” (Last Name) said.

Since the launch of Horizon of Hope in 1995, Longaberger, its Home Consultants and the American Cancer Society have partnered to raise \$14 million and reach an estimated 20 million women with potentially life-saving information.

American Cancer Society programs that receive Horizon of Hope support are aimed at:

- Improving the quality of and access to mammography services.
- Improving breast imaging quality standards.

- Improving the quality of clinical breast examination.
- Improving the quality of life for young survivors and women with breast cancer recurrence.
- Lymphedema research. Lymphedema is a chronic and debilitating swelling of the arm caused by the destruction of the lymphatic vessels during the removal of lymph nodes or damage to them by radiation therapy. It is a possible side effect of breast cancer treatment.

Horizon of Hope was established in 1995 to raise funds for breast cancer research and education and to reach out to millions of women with helpful information about the importance of early detection. For more information about Horizon of Hope, please visit www.HorizonOfHope.com. To learn more about breast cancer and the importance of early detection, visit the American Cancer Society at www.cancer.org.

Founded in 1973, The Longaberger Company is America's premier maker of handcrafted baskets and offers a variety of other home and lifestyle products, including pottery and other tableware, wrought iron and fabric accessories. There are approximately 45,000 independent Home Consultants located in all U.S. states who sell Longaberger products directly to customers.

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