



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 2008 Horizon of Hope Product Purchased  
Donated to Breast Cancer Research and Awareness*

{HOMETOWN, STATE} ( \_\_\_\_\_ ) – As part of the 2008 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 2008 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 product 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 nearly \$13 million and reached an estimated 19 million women with potentially life-saving information.

For more information about Horizon of Hope, please visit [www.horizonofhope.com](http://www.horizonofhope.com).