



FOR IMMEDIATE RELEASE: {DATE RELEASED TO MEDIA} _____

CONTACT: {YOUR NAME} _____

{PHONE} _____

{E-MAIL} _____

Longaberger, American Cancer Society Team Together to Fight Breast Cancer
*\$2 of Every Longaberger 2008 Horizon of Hope® Product Purchased
Goes to Breast Cancer Research and Awareness*

{HOMETOWN, STATE} (_____) – The Longaberger Company, America’s premier maker of handcrafted baskets and other home and lifestyle products, is teaming with a local Longaberger Independent Home Consultant [your name here] and the American Cancer Society for the 2008 Horizon of Hope campaign for breast cancer research and awareness. Established in 1995, Horizon of Hope has raised nearly \$13 million and reached an estimated 19 million women with potentially life-saving information. The campaign runs each year from July 1 through August 31.

To celebrate this year’s campaign, local Longaberger Home Consultant {YOUR NAME} _____ of {YOUR HOMETOWN} _____ will hold a special Longaberger home show featuring two limited edition 2008 Horizon of Hope baskets as well as other items in Longaberger’s 2008 Horizon of Hope product line and the current *WishList*®.

{YOUR LAST NAME} _____ will hold the home show on {DAY/DATE} _____ at {TIME} _____ at {STREET ADDRESS} _____ in {CITY/TOWN} _____.

To make a reservation for the event, to donate to Horizon of Hope or to order a 2008 Horizon of Hope basket or any other Longaberger product, please call {YOUR NAME} _____ at {PHONE} _____.

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. Finding breast cancer as early as possible allows for more treatment options and greatly improves the likelihood that treatment will be successful. Studies show that early detection tests for breast cancer save thousands of lives every year.

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

- 🎗 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.

According to the American Cancer Society, breast cancer is the most common cancer among women, other than skin cancer, and is the second leading cause of cancer death in women after lung cancer. About 182,460 women in the United States will be found to have invasive breast cancer in 2008; about 1,990 new cases are expected in men. About 40,930 women will die from the disease this year. Right now, there are just over 2 million women living in the United States who have been treated for breast cancer.

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.

