

## FOR IMMEDIATE RELEASE

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***Coldwater Creek plans special fundraising event for the **Florida Suncoast** Affiliate of the Susan G. Komen Breast Cancer Foundation Race for the Cure®.***

**Tampa, FL (July 24, 2006)** Coldwater Creek, a national leader in women's apparel catalogs and retail stores, is proud to be a 2006 National Series Sponsor for the Susan G. Komen Breast Cancer Foundation Race for the Cure®. To support the local Race on **October 7**, Coldwater Creek is hosting a fundraising event open to the public on **Saturday morning, September 30, from 8 a.m. to 10 a.m. at our International Plaza store in Tampa and our Lakeside Village store in Lakeland.** Featuring a wardrobe party, free drawing, and catered food, Coldwater Creek will also offer shoppers a 10% discount during the event and donate 10% of the event's sales to the Komen **Florida Suncoast** Affiliate. The highlight of Coldwater Creek's event will be a special guest appearance by a breast cancer survivor who will share her story.

Coldwater Creek raises additional funds through its IN PINK Collection, an exclusive pink ribbon apparel line consisting of novelty t-shirts and tanks, sport sets, crop pants and jackets along with the popular IN PINK gift card. By purchasing any item from the IN PINK Collection, Coldwater Creek will donate 10% of the purchase price to the Susan G. Komen Breast Cancer Foundation in support of their mission to eradicate this life-threatening disease. The IN PINK Collection is available on-line at [coldwatercreek.com](http://coldwatercreek.com) or by calling 1-800-325-0265.

As National Series Sponsor of the Race for the Cure®, Coldwater Creek will have nearly 200 stores participating at over 90 races this year, distributing coupons, organizing their own Coldwater Creek race teams and selling pink ribbon visors to raise funds for the local race Affiliate.

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like the Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. For more information, visit [www.komen.org](http://www.komen.org).

