

# AmericanBridal.com Supports Breast Cancer Awareness Month



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Industry: [Retail](#)

## **Press Release Summary: Breast Cancer Awareness merchandise sales to benefit breast cancer research**

Press Release Body: Burlingame, Calif., September 30, 2008, — [www.AmericanBridal.com](http://www.AmericanBridal.com), the Internet's most expansive collection of unique and affordable wedding favors, announced today the availability of **Breast Cancer Awareness Ribbon** wedding party gifts, [bridal shower favors](#), wedding favors and gifts. During the month of October, which is **National Breast Cancer Awareness Month**, 10 percent of sales of the pink ribbon products will go directly toward breast cancer research. Throughout the rest of the year, five percent of Breast Cancer Awareness merchandise sales goes to breast cancer research.



*"Breast cancer is something that has touched most of us, either directly or indirectly, and we are proud to be supporting breast cancer research this month through sales of our pink ribbon items" said **Shirley Tan, CEO, AmericanBridal.com**. "Whether it's a tribute to a loved one or to celebrate survivors, these pink ribbon gifts are a uniquely special way to thank wedding guests, bridesmaids and others in the wedding party, while supporting a personal cause," said Tan.*

The selection of **Breast Cancer Awareness Ribbon gifts** includes wedding party favors such as Pink Ribbon Frosted Wedding Photo Frame favors (set of 4), Pink Ribbon Wedding Favor box (set of 24), Pink Ribbon tote bags, jewelry and apparel. Adorn the bridal party with freshwater pearl and Swarovski Crystal Breast Cancer Awareness Bracelet with crystal studded pink ribbon charm or be sure they have a Pink Ribbon Hankie on hand for tear provoking moments during the nuptial ceremony. Be sure to gift the mother-of-the-bride with some hankies, too.

For the sporty golfer in the wedding party, consider an elegant Breast Cancer Awareness Golf Towel in black sheared velour. For jet-setters, there is a Breast Cancer Awareness 2-Piece Cosmetic Set or Quilted Pouch with plenty of compartments and sections, making it perfect for toting just the necessities like lip gloss, sunglasses, mobile phone and credit cards. Spoil the bridal party with plush, rolled-collar Breast Cancer Awareness robes in white terry with pink trim. Throw in a pair of Breast Cancer Awareness slippers for a relaxing bachelorette spa day that is sure to calm even the most frazzled of pre-wedding nerves.

In addition to the **Breast Cancer Awareness** wedding gifts and favors, **AmericanBridal.com** offers the most extensive collection of wedding favors and accessories such as party favors, wedding invitations, personalized gifts, wedding ideas, wedding flowers, cake toppers, thank you cards, wedding guest favors, shower favors, wedding jewelry, wedding decorations, wedding centerpieces, bridal shower games, wedding programs, bridal jewelry, bridal shower invitations, place cards, usher gifts, wedding albums, wedding announcements, favor boxes, unity candle, wedding anniversary gift, wedding checklist, wedding bells, wedding napkins, wedding veils and much more.

#### **About [AmericanBridal.com](http://AmericanBridal.com)**

AmericanBridal.com is the online source for unique and

affordable [wedding favors](#) and accessories. For every theme or season, AmericanBridal.com has the most extensive selection of products that are guaranteed to make any wedding an unforgettable event for the bride and groom and their guests. From fun and unusual to traditional and elegant, Americanbridal.com specializes in personalized wedding favors, attendant gifts, wedding ceremony accessories, unique bridesmaids gifts and groomsmen gifts, bridal accessories and jewelry, and themed wedding favors. AmericanBridal.com offers the selection of a showroom with the convenience of online shopping and superior customer service at prices that can't be beat. For more information, please visit us at [www.AmericanBridal.com](http://www.AmericanBridal.com).

**Web Site:** <http://www.AmericanBridal.com>

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