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Coldwater Creek Benefits Susan G. Komen for the Cure®

Women's retail stores raise a total of \$100,000 from Try It On for the Cure initiative

Santa Monica, CA (Grassroots Newswire) May 9, 2008 -- Trying on clothes can often make one feel good about themselves; but for Coldwater Creek stores in the Santa Monica area, trying on clothes meant supporting a cause close to their hearts.

Coldwater Creek, located at Fashion Square-Sherman Oaks

Coldwater Creek, located at Westfield Topanga

Coldwater Creek, located at The Shops on Lake Avenue

Coldwater Creek, located at The Avenue of the Peninsula

These local Coldwater Creek stores recently helped raise \$1,198 to benefit the Los Angeles County Affiliate of Susan G. Komen for the Cure and their vision of a world without breast cancer. The fundraiser took place through Coldwater Creek's Try It On for the Cure event that took place on April 20th.

"We were so thrilled to be a part of this terrific fundraiser. It was such a fun and rewarding way to get behind such a worthwhile cause," said Ann Johnson, Coldwater Creek. "We want to thank the community for coming in and helping us support Susan G. Komen for the Cure."

Coldwater Creek's fundraising program, Try It On for the Cure, donated \$1 to the local affiliate of Komen for the Cure for every shopper who tried on their clothes in the dressing room at Coldwater Creek's stores. In addition, individuals who did make a purchase, the company donated 10 percent of the entire day's sales to Komen. The company as a whole raised over \$100,000 for the cause and plans to repeat the event again this year on September 21st.

Backing Susan G. Komen for the Cure is nothing new for Coldwater Creek. Their programs focus on raising funds that stay right here in the community. In 2007 Coldwater Creek donated over \$316,000 to local affiliates. Whether it is participating in the local Race for the Cure or hosting benefit fashion events in their stores, like Try It On for the Cure, the purpose is always to give back to the community.

#### About Coldwater Creek

Coldwater Creek is in its fourth year as a National Sponsor of the Susan G. Komen Race for the Cure® Series and during that time has donated more than \$4.6 million to Komen. As a leading retailer of casual fashion, the company offers its colorful, comfortable clothes in misses, petites, and women's sizing at over 300 stores across the country, through catalogs and online at [coldwatercreek.com](http://coldwatercreek.com).

#### About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, Komen has invested nearly \$1 billion to fulfill their promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800 GO KOMEN.

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