

# CARLISLE

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## **CARLISLE COLLECTION PARTNERS WITH SUSAN G. KOMEN FOR THE CURE® TO FIGHT BREAST CANCER**

*DIRECT SALES COUTURE FASHION LINE UNVEILS ITS 2010 "FABRIC OF  
HOPE" SCARF BENEFITING KOMEN FOR THE CURE*

### **What:**

Today, the Carlisle Collection celebrates the 12<sup>th</sup> year of its *Fabric of Hope* silk scarf program and partnership with Susan G. Komen for the Cure® by unveiling the 2010 scarf.

Carlisle's *Fabric of Hope* program is part of the fashion line's ongoing commitment to the fight against breast cancer.

Since 1998, the Carlisle Collection's team of designers has created a luxurious, one-of-a-kind silk scarf representing their commitment to women's health and well-being. By all accounts, each scarf is a work of art and this year is no exception! The 2010 design has an Asian-inspired cherry blossom and butterfly theme: <http://www.carlislecollection.com/about/fabric-of-hope/>

"Each year, the *Fabric of Hope* program enjoys tremendous support from our clients, who make donations through our consultants, payable to Komen for the Cure® in the amount of \$125 or more. They receive the *Fabric of Hope* scarf as a gift with their donation," says William Rondina, CEO, Chairman and Founder of Carlisle. "We are very proud to have created a charitable program in which 100% of the donations go directly to Komen for the Cure®. To date, contributions from our *Fabric of Hope* program have totaled more than \$1.7 million."

Susan G. Komen for the Cure® is thankful for it's 12 year partnership with Carlisle Collection," said Katrina McGhee, Senior Vice President, Global Partnerships and Business Development for Komen for the Cure. "Their support over the years has made a difference in the lives of women facing breast cancer and will continue to do so."

### **Who:**

The Carlisle Collection and Susan G. Komen for the Cure® have been in collaboration on this program since 1998. The donation can be made

directly through a Carlisle sales consultant in any of the states across the U.S. or directly through the Carlisle NYC-based office. Carlisle gladly ships the scarf directly to the donor or to an individual they name as a gift recipient.

**When:**

Every year Carlisle unveils a new *Fabric of Hope* scarf, which is available to clients from August through November.

**Why:**

In 1997, William Rondina, the CEO, Chairman and Founder of the Carlisle Collection, approached his field of sellers across the country to inquire about the philanthropic cause they most wanted the line to support. The response was loud and clear: join in the fight against breast cancer. So, each year, Carlisle designs a *Fabric of Hope* scarf with a unique pattern and a corner bearing the pink ribbon symbolic of breast cancer awareness, and then the company asks clients to help Carlisle in the push to find the cures for the disease that has affected so many.

The American Cancer Society estimates that 207,090 new cases of invasive breast cancer will be diagnosed in women in 2010. By making a donation through a Carlisle consultant to Komen for the Cure®, individuals not only assist in the fight against breast cancer, but also receive the silk scarf to commemorate their generosity.

**How:**

To make a donation and receive a scarf, please contact your local Carlisle representative. If you don't currently shop with Carlisle, you can still make a donation and receive the scarf by contacting Diana Meyers with Carlisle at 212-246-2555, Ext. 3520; [dianam@connaughtgroup.com](mailto:dianam@connaughtgroup.com).

**ABOUT CARLISLE:**

The Carlisle Collection is a high-end fashion company producing couture dresses, suits, separates, and accessories with a sense of classic style that is modern yet appropriate for any professional or social occasion. Headquartered in New York City, Carlisle has been providing classic, impeccable fashion to its clients, and entrepreneurial opportunities to its Consultants for over a quarter century. For more information or to locate the Carlisle Consultant nearest you, visit [www.carlislecollection.com](http://www.carlislecollection.com).

**ABOUT SUSAN G. KOMEN:**

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®, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with nearly \$1.5 billion invested to date. 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 1-877 GO KOMEN.