



WOMEN'S HEALTH

Make \$2 Count: Contribute To Breast Cancer Awareness

(NAPSA)—What's the best thing you can buy with \$2? Many would say that \$2 is money well spent if it helps research a cure for breast cancer and helps increase awareness of this devastating disease.

Breast cancer is the most common cancer among American women of all ages and is second only to lung cancer in cancer deaths. In 2005, more than 211,000 women and men in the U.S. will be diagnosed with breast cancer and more than 40,000 will die from the disease.

Contributing to this important cause has never been easier. Shoppers can show their support by purchasing and wearing a \$2 limited edition "Taking Steps" brooch, available at Payless ShoeSource stores and payless.com.

These exclusively designed brooches feature the classic pink breast cancer awareness ribbon and a dangling shoe charm embellished with pink stones.

Payless will donate 100 percent of the net profit from the sale of the brooches to the Susan G. Komen Breast Cancer Foundation. For more than 20 years, the Komen Foundation has been the largest private funder for breast cancer research and community outreach programs around the world.

The mission of the Komen Foundation is to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.

This year, Payless hopes that along with its customers, it can



The Payless Taking Steps brooch helps raise money for breast cancer awareness and research.

exceed the \$575,000 donation raised last year.

"It provides a great sense of hope that year after year consumers are willing to give of themselves and help us work toward a cure for breast cancer," said Cindy Schneible, vice-president of cause-related marketing and sponsorship for the Komen Foundation.

The limited-edition brooches are available beginning Oct. 1 while supplies last. For more information about breast health or breast cancer awareness and research, contact the Komen Foundation at 1-800-I'M AWARE®



Note to Editors: Net profits are calculated as gross sales (\$2/brooch) less cost of brooches (\$0.87/brooch) and less cost of unsold brooches (\$0.87/brooch).