

It's Fashionable To Care

(NAPSA)—Fighting breast cancer is always in style. You can show your support for the cause by purchasing a stylish, limited-edition Ultra Care Tote Bag designed by fashion designer Cynthia Rowley. Rowley designed the totes on behalf of the Quilted Northern® bath tissue brand for the *Fashionable to Care* program. All net proceeds (guaranteed \$5 per bag) from the sale of each \$15 Ultra Care Tote Bag will benefit the Susan G. Komen Breast Cancer Foundation.

The Ultra Care Tote Bag is a 16-by-24-inch pink canvas tote with plum accents. Rowley designed the tote to easily fit everything a woman might need for a busy (and stylish) day.

"This year, nearly 211,240 women and men will be diagnosed with breast cancer and nearly 41,000 women and men will die from the disease," said Susan Braun, president and CEO of the Komen Foundation. "By purchasing the Ultra Care Tote Bag, people are helping the Komen Foundation further our mission to put an end to breast cancer by advancing research, education, screening and treatment."

In addition, Rowley has designed tote bags that are being personally customized by celebrities such as former "Friend" Courteney Cox and her husband David Arquette, as well as Golden Globe® Award winner Teri Hatcher. You can bid on these one-of-a-kind totes as part of an online charitable auction to be held in May. One hundred percent of auction proceeds will benefit the Komen Foundation.

"I am pleased to have created



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the Ultra Care Tote Bags as an easy way for people to support the fight against breast cancer, a disease that touches so many lives," said Rowley.

The Quilted Northern bath tissue *Fashionable to Care* program is one of the many ways that the brand is supporting the Komen Foundation. Georgia-Pacific, the maker of Quilted Northern bath tissue is also donating more than \$1.5 million to the Komen Foundation through corporate sponsorships and an on-pack donation program in 2004 and 2005.

For information about the *Fashionable to Care* program or how to purchase an Ultra Care Tote Bag, visit www.quiltednorthern.com. Updates on the celebrity totes online charity auction and photos of the one-of-a-kind celebrity designs may also be found on the Web site.