

Think Pink

October is National Breast Cancer Awareness Month; these products create added value by supporting research and early detection.

By Stephanie Hunsberger



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1. Eric Dehoff, owner of **Bella's Confections** (800/734-5992 or www.bellasconfections.com), is offering limited-edition pink-themed Bella's Bites fudge bites for the month of October to honor his grandmother, a breast cancer survivor and the woman who provided him with the recipe for his signature fudge. The Think Pink Fudge Collection is available in semi-sweet Classic Chocolate, and half of the proceeds from online sales will go to the Fremont-Rideout Foundation Cancer Center, located in the company's hometown. Suggested retail: \$5.

2. **Seattle Chocolate Company's** (800/334-3600 or www.seattlechocolates.com) Chick Chocolates collection contains Survivor Chick, a white-chocolate and raspberry truffle enrobed in dark chocolate, which is available year-round; 100 percent of the proceeds go to women's cancer charities including Gilda's Club and local Seattle charity Northwest Hope and Healing. To increase the reach of its efforts, the company also designated 100 percent of the profits from its No.-2 selling chocolate bar, Extreme Dark Chocolate Truffle Bar, to the cause as well. Suggested retail: \$2.65 Survivor Chick Chocolates; \$3, Extreme Dark Chocolate Truffle Bar.

3. Three percent of net sales for the EasyPop Popcorn Maker from **Cuisinart** (800/726-6247 or www.cuisinart.com) is donated to the Breast Cancer Research Foundation. With its brushed stainless steel base and motorized stirring mechanism for even popping, the popcorn maker is both socially responsible and makes a great gift. In under five minutes, the EasyPop Popcorn Maker makes 10 cups of popcorn from 1/2 cup of kernels. Suggested retail: \$69.95.



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4. As a member of the second generation of women in her family to be diagnosed with breast cancer, **Charmed Life Products LLC's** (843/437-7079 or www.grillcharms.com) founder Leslie Haywood's concern lies in the future with her two young daughters. Ten percent of the proceeds from the sale of her Grill Charms Pink collection go to the Breast Cancer Research Foundation. Grill charms are small, dime-size stainless steel flat charms on a serrated post that make it easy to distinguish cuts of meat on the grill, in the oven or on the stove. This gives the home chef a fool-proof way to accommodate different heat preferences, special diets and allergy restrictions. Suggested retail: \$19.95.

5. **Bialetti USA** (800/421-6290 or www.bialetti.com) lends its rich history of Italian stove-top coffee making to the cause with the Pink Mukka Express and the Pink Dama. The Mukka Express creates two cups of cappuccino, and the Dama makes six cups of coffee; 10 percent of the net sales of both items go to the National Breast Cancer Foundation. Suggested retail: \$89.95, Mukka Express; \$42.95, Dama.

6. For DaysAgo Digital Day Counter co-inventor Kathleen Whitehurst, early detection and breast cancer prevention is a serious matter. A 10-year breast cancer



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survivor herself, Whitehurst donates 10 percent of sales of the Pink DaysAgo counter to the Breast Cancer Network of Strength. With their suction-cup backing, the counters offer a variety of uses; they will stick to almost any food-storage container as an easy way to keep track of how long food has been in the fridge, as well as a gentle reminder for women to complete their monthly self-exam when stuck to the bathroom mirror. From **Double U Products Inc.** (800/401-4906 or www.howmanydaysago.com).

7. Launched in 2007, **Renfro Foods Inc.'s** (800/332-2456; www.renrofoods.com or Summer Fancy Food #761) Pink Lids Campaign has benefitted M.D. Anderson Cancer Center in Houston, Komen Tarrant County's Race for the

Cure and Cook Children's Medical Center in Fort Worth, Texas. Each October, select jars of Mrs. Renfro's salsas are topped with eye-catching pink lids to draw attention, support and financial aid to the cause. Suggested retail: \$3.49.

8. The iconic stand mixer from **KitchenAid** (800/541-6390 or www.kitchenaid.com) is now part of the Cook for the Cure series and KitchenAid will donate \$50 to the Susan G. Komen for the Cure foundation for each mixer purchased and registered online. The Cook for the Cure initiative has raised \$7 million for the fight against breast cancer. The mixer is available in solid pink or white with a pink stripe. Each mixer comes with a flat beater, dough hook and wire whip. Suggested retail: \$349.99. ©