

For immediate release:
September 2009



USAAC
University Students
Acting Against
Cancer

M
University of Michigan
Comprehensive Cancer Center

Mood-factory™
Improve Your Mood™

Mood-lites® and The University of Michigan Comprehensive Cancer Center are proud to partner with The Estée Lauder Companies' Breast Cancer Awareness Campaign's Global Landmark Illumination Initiative to illuminate University Hospital in pink lights to raise awareness about the importance of breast health and early detection.

Michigan-based company Mood-lites and The Estée Lauder Companies' Breast Cancer Awareness Campaign are proud to announce the first illumination of The University of Michigan's University Hospital on the evening of Monday, October 12, as part of The Estée Lauder Companies' 10th Anniversary of its Global Landmark Illumination Initiative, a worldwide initiative during Breast Cancer Awareness Month to raise awareness for breast health and the importance of early detection.

This partnership will raise awareness and money for breast cancer research as the community turns pink with Mood-lites. Mood-lites will

donate a portion of sales from the pink bulbs to The Breast Cancer Research Foundation® (BCRF). The University of Michigan Comprehensive Cancer Center is joining in this Initiative to shine a light on the importance of breast cancer research to find a cure.

Evelyn H. Lauder, Senior Corporate Vice President, The Estée Lauder Companies, and Founder and Chairman of The Breast Cancer Research Foundation states: "The Estée Lauder Companies' Breast Cancer Awareness Campaign is thrilled to be partnering with Mood-lites and the University of Michigan Comprehensive Cancer Center for the 10th Anniversary of our Global Landmark Illumination Campaign. Our goal is to continue to bathe the world in pink lights during October to send out the message to women everywhere to have their breasts checked regularly. Women and men need to know that if a breast cancer is found early, it's 98% curable. We are also very grateful that Mood-lites is raising funds for The Breast Cancer Research Foundation to find a cure."

Sofia Merajver, M.D., Ph.D., co-director of the Breast Oncology Program at the U-M Comprehensive Cancer Center, says: "Breast cancer remains a massive health concern for American women and for women around the world. With the support of The Breast Cancer Research Foundation, we are able to eliminate obstacles and rapidly accelerate our research to produce huge improvements for the detection and treatment of breast cancer."

Rachel Wilson, President of University Students Acting Against Cancer at U-M, stated "I am thrilled that we are getting U of M students involved in the Brighten Our World Campaign for The Breast Cancer Research Foundation. All too often as students we get wrapped up in our lives, our grades and our drama, but this gives us the opportunity to give back to a cause that is near and dear to all of our hearts and affects so many innocent people."

This Illumination provides an innovative and unique way to raise money and awareness for breast health and early detection. This year, the Mood-factory is donating \$0.50 for each Sassy Mood-lite sold in their online shop and \$0.20 sold through wholesalers or retailers to The Breast Cancer Research Foundation. Nonprofits, government agencies, corporations, communities can purchase Mood-lites at wholesale prices and resell them in their communities keeping the profits for their charity.

Mood-lites can be purchased by visiting www.brightenourworld.com and viewing the calendar to see locations, dates, and times for sale in the area. You can also e-mail info@brightenourworld.com, rlwilson@umich.edu, or call 1.866.353.MOOD (6663). Mood-lites are

manufactured by [Innovative Analysis, Inc.](#) (dba Mood-factory), headquartered in Ann Arbor, Michigan.

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. For more information about BCRF, visit www.bcrfcure.org.

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