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**FOR IMMEDIATE RELEASE**

**Spencer's "Boobies Make Me Smile" Campaign Supports the Keep-A-Breast Foundation, Young Survival Coalition and I'm Too Young For This Cancer Foundation**  
- Spencer's donates 100% of proceeds to breast cancer awareness -

**NEW YORK, NY** July 8, 2009 – In an effort to raise awareness of breast cancer and prevention, Spencer's has created the Boobies Make Me Smile Foundation whose mission is to fight cancer through action, prevention, education and support. Joining forces with Keep A Breast, Young Survival Coalition and the I'm Too Young For This! Cancer Foundation (i[2]y), Spencer's is giving consumers the opportunity to pro-actively raise breast cancer and prevention awareness through the purchase of any of the four signature bracelets designed exclusively by Spencer's: 'Boobies Make Me Smile' benefiting the BMMS Foundation, 'I heart Boobies' benefiting the Keep A Breast Foundation, 'Stupid Cancer' benefiting i[2]y, and 'Feel Yourself Up' benefiting Young Survival Coalition.

Available in June 2009, 100 percent of the proceeds from the bracelets will be donated to the three organizations. In 2008, Spencer's contributed \$248,957 to the Keep A Breast Foundation, \$173,682 coming from the sales of the 'I heart Boobies' bracelets. For the June campaign Spencer's will be supplying another 75,000 bracelets available at all Spencer's retail outlets, \$2 for one bracelet, \$3 for five, and 25,000 to be sold by the Keep A Breast Foundation on the Warped Tour.

"We created the Boobies Make Me Smile Foundation because we feel passionate about the importance of raising breast cancer awareness. I am honored to know that Spencer's has found a cause that we all believe in and have a passion for wiping out. We will continue our awareness, education and fundraising efforts throughout the years to come," states Steven Silverstein, Spencer's President and CEO. "Though harnessing the power of awareness and advocacy, we will make a difference and help to destroy this horrific disease."

The Keep A Breast Foundation strongly believes in a multifaceted approach in combating breast cancer. In utilizing creative outlets such as art, music, fundraising and educational events, the capacity to convey their message for awareness, as well as promote the educational component, is undeniably unique.

“Having the remarkable opportunity to work with a company like Spencer’s, that is so well recognized, serves as an incredible catalyst to bring our mission to the forefront of today’s issues. It has been amazing to see how quickly these bracelets sell out, which continues to bring us one more step closer to our goal to make an huge impact in the fight against breast cancer,” says Shaney Jo Darden, co-founder of Keep A Breast.

Bracelets will be available at all Spencer’s retail outlets beginning in June 2009. For more information, visit [www.spencersonline.com/boobies-make-me-smile](http://www.spencersonline.com/boobies-make-me-smile), [keep-a-breast.org](http://keep-a-breast.org) or [youngsurvival.org](http://youngsurvival.org).

**About Spencer’s:**

Spencer Gifts LLC, a lifestyle retail company, operates 2 unique, national brands, Spencer’s and Spirit Halloween throughout the United States, Canada and online.

Spencer’s a retail icon, has been focused on delivering humor and enjoyment to peoples lives for over 60 years. Specializing in innovative, humorous and unique merchandise, Spencer’s is the mall destination for entertainment, excitement and fun for its core Generation-Y guest. Spencer’s operates over 600 stores throughout the United States, Canada and online at [SpencersOnline.com](http://SpencersOnline.com)

Spirit Halloween is rapidly growing as the national destination for everything you can imagine for Halloween. Specializing in unique, entertaining and exciting merchandise for Halloween enthusiasts, Spirit has been offering one stop shopping for all your Halloween needs for over 25 years. In 2008 Spirit operated over 600 locations throughout the United States, Canada and online at [SpiritHalloween.com](http://SpiritHalloween.com) and has plans for over 700 for the 2009 Halloween season.

**About Keep A Breast:**

The Keep A Breast Foundation is a 501 (c) (3) non-profit organization. Their mission is to help eradicate breast cancer by exposing young people to methods of prevention, early detection and support. Through art events, educational programs and fundraising efforts we seek to increase breast cancer awareness among young people so they are better equipped to make choices and develop habits that will benefit their long-term health and well-being. For more information, please visit [www.keep-a-breast.org](http://www.keep-a-breast.org).

**About I'm Too Young For This! Cancer Foundation:**

A TIME Magazine Best 50 Website for 2007, the I'm Too Young For This! Cancer Foundation is a global leader in the fight against cancer working exclusively on behalf of survivors and their care providers under the age of 40. Our mission is to reduce late detection, end isolation, improve quality of life and providing meaningful survivorship for young adults affected by cancer. For more information, visit [www.StupidCancer.com](http://www.StupidCancer.com).

**About Young Survival Coalition:**

Young Survival Coalition (YSC) is the premier international organization dedicated to the critical issues unique to young women and breast cancer. YSC works with survivors, caregivers, and the medical, research, advocacy and legislative communities to increase the quality and

quantity of life for women diagnosed with breast cancer ages 40 and under. For more information, please visit [www.youngsurvival.org](http://www.youngsurvival.org).

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