

# The Laptop Guy Announces Launch of 'Caring Case Campaign'

*The Laptop Guy Joins the Fight against Breast Cancer with the Launch of the 'Caring Case Campaign' Featuring Laptop Cases Designed Specifically for Women*

COLUMBUS, OH – (SEND2PRESS NEWSWIRE) – The Laptop Guy, Inc. and The Susan G. Komen Breast Cancer Foundation, Columbus Affiliate, unite for the launch of the "Caring Case Campaign" at the Polaris Fashion Place. The campaign, presented by The Laptop Guy, is a year long initiative designed to increase breast cancer awareness, promote registration for "Race for the Cure," and raise funds for the fight against breast cancer through the sale of laptop carrying cases designed specifically for women.

The launch of the campaign takes place Saturday, April 2nd, 9th, 16th, and 23rd in the center court of the Polaris Fashion Place and offers the opportunity to purchase from the complete collection of women's laptop cases from Mobile Edge, including the three limited edition totes within the "Caring Case Collection." The Susan G. Komen Foundation will receive 20% of the retail sale price of every Caring Case sold during the campaign and online at [www.LaptopGuy.com](http://www.LaptopGuy.com).



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The concept for the campaign began early in 2005 when The Laptop Guy was approached by Mobile Edge to carry a line of laptop cases designed for women. Immediately, Tonya Feit, Marketing Director and wife of The Laptop Guy saw

the potential. "Women are a powerful, yet often overlooked, segment of the electronics market," explains Tonya Feit. "The opportunity to offer our female customers something stylish and functional was very exciting." The excitement to work with Mobile Edge escalated when details of the company's dedication to the fight against breast cancer were unveiled.

The "Caring Case Collection" was designed by Mobile Edge in appreciation of the female buying public that purchase over half of all consumer electronics in the United States. The Collection includes three new 'Limited Edition' women's laptop totes that feature the recognized pink ribbon emblem and benefit the fight against breast cancer through the donation of 10% of the retail sale price to the Komen Foundation. In keeping with the spirit of the "Caring Case Collection," The Laptop Guy, Inc., has committed to match Mobile Edge's 10% donation on the sale of all women's laptop cases sold in 2005 through The Laptop Guy retail stores and online. "We are in awe of the Susan G. Komen Foundation and the dedication of the many men and women that volunteer to make a difference in this fight," states Todd Feit, Founder of The Laptop Guy. "I am so happy that there is a way our company can join the fight and contribute to the search for a cure."

#### About The Susan G. Komen Breast Cancer Foundation

For more than 20 years, the Susan G. Komen Breast Cancer Foundation has been a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of U.S. and international Affiliates and events like the Komen Race for the Cure®<sup>®</sup>, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and supporting education, screening and treatment projects in communities around the world.

#### About The Laptop Guy

Todd Feit began selling used laptop computers in January 2000. After being referred to as "The Laptop Guy" on a regular basis by his customers, he officially incorporated the company and registered the name in March of 2000. In October 2001, The Laptop Guy store moved to its' current location and expanded its' retail offerings to include not only used laptop computers, but also new laptops, laptop accessories, and laptop repair. After obtaining the federal trademark for "The Laptop Guy" in January 2004, the company began to offer nationwide laptop repair services through its website [www.LaptopGuy.com](http://www.LaptopGuy.com). A second retail location in Westerville, Ohio opened in January 2005.

More information: [www.LaptopGuy.com](http://www.LaptopGuy.com)

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