

Igloo Products Corp. Expands its Pink Ribbon Cooler Program

KATY, TX – June 2 (SEND2PRESS NEWSWIRE) – Igloo Products Corp. is honored to donate \$30,000 to support the fight against breast cancer through the Igloo(R) Pink Ribbon Cooler Program. For the second consecutive year, Igloo Products Corp. has chosen the Susan G. Komen Breast Cancer Foundation as the recipient of its donation.



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In 2005, for the company's first special edition cooler program, Igloo Products Corp. developed specific pink-colored products that are symbolic of Igloo's commitment to eradicate breast cancer. The successful campaign generated over \$24,200 in donations to the Komen Foundation and a strong consumer following.

**(Photo Caption: Igloo's Pink Ribbon Coolers.)*

This year, The Igloo Pink Ribbon Cooler program will highlight four personalized coolers in a limited edition color with pink ribbon insignia and specially designed packaging. Featured products are the world-famous Playmate Pal(TM) and the ChillyWrap(TM) 1-Liter beverage cooler. New to the program are the fashionable soft-sided Foldaway Snap Bag and the MaxCold(R) Gripper. A perfect complement for today's active lifestyles, these Igloo coolers are ideal for day trips, lunches, walk-a-thons, or gift-giving.

The Igloo Pink Ribbon Cooler program is managed by Michelle Stone, Product Manager of Personal Size and Beverage Coolers. "Based on the statistic that a

woman in the U.S. has a one in seven chance of developing breast cancer during her lifetime[*1], it is highly likely that each of us will know someone through our family or circle of friends who will be affected by this disease. It was important to us at Igloo to get involved."

In support of this program, Igloo Pink Ribbon Coolers can be purchased at participating retail partners during the spring and summer months or in October, which is National Breast Cancer Awareness Month.

Igloo Pink Ribbon Cooler Retail Partners

Big 5 Sporting Goods
Biggs
Buehler's
DicksSportingGoods.com
Fogdog.com
Fred Meyer
G.I. Joe's
GIJoes.com
H-E-B
King Kullen
Kmart
MC Sports
Price Chopper
ShopRite
SportChalet.com
TheSportsAuthority.com
Target
West Marine

Igloo Products Corp. is proud to partner with the Susan G. Komen Breast Cancer Foundation, a global leader in the fight against breast cancer through the advancement of research, education, screening and treatment.

[*1 www.komen.org /American Cancer Society – Breast Cancer Facts and Figures 2005-2006]

About Igloo Products Corp.

Igloo Products Corp. is the world's leading manufacturer of personal and full size ice chests, beverage coolers, soft-sided coolers, and thermoelectric coolers. Igloo is owned by Westar Capital, a California-based venture capital firm. For more information on Igloo, visit its website at www.igloocoolers.com.

About the Komen Foundation

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like the Komen Race for the Cure(R) to eradicate

breast cancer as a life-threatening disease. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. Through fiscal year 2005, the Komen Foundation, together with its Affiliate Network, corporate partners and generous donors, has invested \$630 million in breast cancer research, education, screening and treatment programs.

For more information about breast health or breast cancer, visit the Foundation's Web site at www.komen.org or call the Foundation's National Toll Free Breast Care Helpline at 1.800 I'M AWARE(R) (1.800.462.9273).

News issued by: Igloo Products Corp.

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Original Story ID: (1697) :: 2006-06-0602-003

Original Keywords: The Igloo Pink Ribbon Cooler program, Igloo Products Corp., Susan G. Komen Breast Cancer Foundation, world-famous Playmate Pal, ChillyWrap 1-Liter beverage cooler, fashionable soft-sided Foldaway Snap Bag, MaxCold Gripper, Michelle Stone, Katy, Texas Igloo Products Corp.