

Relios Says 'Think Pink' for Breast Cancer Awareness

Jewelry Designer Carolyn Pollack laces up her shoes in the fight against Breast Cancer!

ALBUQUERQUE, N.M. – Sept. 28 (SEND2PRESS NEWSWIRE) – Relios Jewelry, America's largest manufacturer of authentic American-made designer jewelry, is offering something special to their web customers – a "purchase with a purpose". Now through October 31st, 10% of all jewelry purchases from the Relios Breast Cancer support jewelry selection will go toward the Susan G. Komen Breast Cancer 3-Day Walk. In addition, lead Relios jewelry designer Carolyn Pollack will be participating in one of the many 60-mile events taking place in several cities around the country. The 2007 Breast Cancer 3-Day Series will generate millions of dollars to fund critical breast cancer research and community outreach programs.



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"This walk is an opportunity for me to make a personal difference in the fight against breast cancer," says Relios Jewelry Designer Carolyn Pollack. "It is equally exciting to know that our customers can also make a difference in something as important as finding a cure for breast cancer simply by going to our website and choosing from any number of pink-themed jewelry items carefully selected for this very purpose."

Because pink is the signature color of Breast Cancer support, the Relios Breast Cancer jewelry selections include a “Pink Mother of Pearl Bear with Ribbon Bail Pendant Necklace,” specially designed for this event. Tradition holds that the bear icon represents sacred healing power and is a symbol of maternal protection. Visit reliosjewelry.com and click on “Breast Cancer Support Jewelry” to view all of the pink-themed jewelry pieces.

The Breast Cancer 3-Day Walk in which Carolyn will be participating takes place Friday, October 5th through Sunday, October 7th in Philadelphia – a city she has come to know and love through her work as a frequent guest on the popular QVC televised shopping network.



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“I’m going to join thousands of others across the country – many who’ve lost wives, mothers, sisters and daughters – who are going to put in some 20-miles a day to raise awareness and generate funds for breast cancer,” says Pollack. “I can’t think of a better way to spread the word, or a better cause for Relios to be involved with.”

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.

Thanks to events like the Breast Cancer 3-Days, the organization has invested nearly \$1 billion to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Komen for the Cure, breast health or breast cancer, visit komen.org or call 1-800 I'M AWARE.

Relios, Inc.: www.reliosjewelry.com

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