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## JENNY ELIG

# October campaigns hope to raise funds, awareness during National Breast Cancer Awareness Month

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October is National Breast Cancer Awareness Month. The observance started in 1985 as a weeklong campaign by two cancer survivors aimed at promoting awareness of the disease. Now, 25 years later, the 10th month is painted pink.

Companies throughout the country partner with organizations, such as Susan G. Komen, to donate a portion of their proceeds to breast-cancer research and awareness-related nonprofits.

Here are some of the many pink-friendly products to consider this October.

Local hair-care company Kenra sells Volume 25 in a pink bottle. The company will make a \$25,000 donation to City of Hope for breast-cancer treatment, education and research. Visit <http://kenra.com> for information.

This year, Amazon is selling the Pristine Beauty collection of lotions. Created by a breast-cancer survivor, the line is free of sulfates, silicones and parabens and is certified vegan and cruelty-free. The line is \$22-\$36 and includes deodorant, scar treatment and hair serum.

Endless.com is selling Hobo International clutches in pink. A whopping 25 percent of the sale of each bag goes to the Susan G. Komen Foundation.

During the 2009 Hoosier Artisan Holiday Boutique -- 10 a.m. to 3:30 p.m. Oct. 17 at The Mansion at Oak Hill, 5801 E. 116th St., Carmel, [www.hoosierartisanboutique.com](http://www.hoosierartisanboutique.com) -- more than 50 artists will sell their wares. Amber Brice and Annette Dutro are selling pieces to benefit breast-cancer organizations. Brice is selling a pink-and-white mohair scarf that she started knitting while waiting for her first mammogram.