



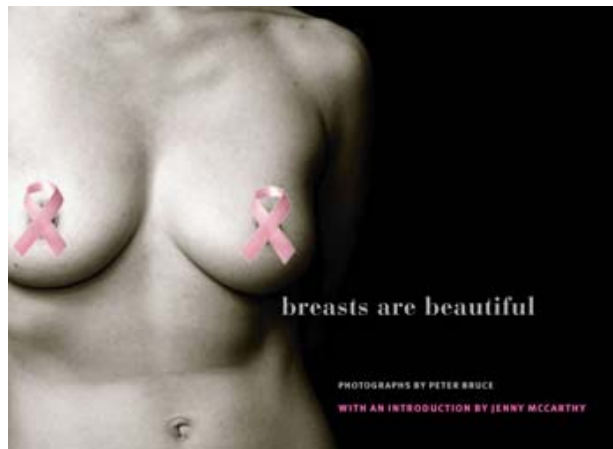
**FOR IMMEDIATE RELEASE:**

**Actress, activist, and model, Jenny McCarthy dedicates bforacure's inaugural edition, 'breasts are beautiful,' to help raise money for breast cancer charities**

San Francisco, CA (May 10, 2010) – Acknowledging the stark possibility that she, like every woman, has a 1 in 8 chance of contracting breast cancer, Jenny McCarthy has teamed with *b for a cure* to help raise money for breast health charities through the sale of its 'breasts are beautiful' coffee table book. As an advocate mother who has built a career around her femininity, Ms. McCarthy understands the importance of breasts in the self-identity of all women and why maintaining their health is paramount.

**The Concept**

To highlight the magnificence of breasts and the importance of their health, *b for a cure* has undertaken a unique project that compiles black and white photographs of anonymous nude breasts into a coffee table book format. Subjects span all walks of life and include everyday women, celebrities and politicians.



Less than four months after launching the project, demand to participate has soared with over 1,100 women stepping forward to have their bare breasts photographed for the limited edition coffee table book benefiting breast health charities. The inaugural edition, *breasts are beautiful*, features women from photo shoots in San Francisco, Los Angeles, San Diego, Las Vegas and Chicago, artwork by DreamWorks Animation's Devin Crane and a dedication by Jenny McCarthy. The limited edition book is being pre-sold at [www.bforacure.com](http://www.bforacure.com) for \$44.95 and will be offered through retail outlets nationwide starting in early Fall 2010.

## **The Photographer**

Peter Bruce was born in Australia and spent much of his life traveling the globe. He's a seasoned professional, experienced in many styles of photography. During his career, Peter has worked with a variety of clients, including Playboy, the Melbourne Opera as well as shooting for major movie studios in Hollywood.

In the past, Peter has worked with several celebrities, including: Michael Caine, Elton John, Dustin Hoffman, Frank Sinatra, Peter Gabriel, Eddie Albert, Corbin Bernsen, Seymore Caselle, David Carradine, James Coburn, Bill Cosby, Kim Delaney, Matt Dillon, Robin Givens, Dana Gould, Englebert Humperdink, Ed McMahon, John Savage, Jerry Seinfeld, Jimmy Smits, Kevin Spacey, Ming-Na Wen and Vanessa Williams.

After his wife participated in a 3-day walk in support of breast cancer awareness, Peter became more cognizant about the size and severity of the affliction. Through discussions with family and friends, he was encouraged to use his skill as a photographer and past experience with the beauty of the female figure to raise breast cancer awareness.

## **Jenny McCarthy**

Jenny McCarthy's honesty, humility and humor have enabled her to transcend the boundaries of her roles as comedian, actress, host, best-selling author and influential activist in the world of healing and preventing autism. When she first made her own experience with her son Evan's diagnosis and subsequent recovery from autism, her unique ability to articulate the unspoken words of thousands of mothers and fathers across the world was recognized immediately, and she is now fielding hundreds of requests per week for interviews, speaking engagements, and public appearances nationwide.

In addition to appearing in a multitude of campaigns, Jenny has graced the covers of magazines across the world, including Rolling Stone, People, Shape and Playboy. The diversity in her resume highlights her unique combination of intelligence, sex appeal and humor.

Throughout her career, as a model, actress, author and activist, Jenny holds the unique ability to engage an audience of every age and gender. Jenny McCarthy has, in fact, become a household name, which is now, more than ever, held in the highest of regard.

Jenny McCarthy currently resides in Los Angeles, California, with her son, Evan.

## **B(e) Somebody**

*b for a cure* has completed principal photography for its 2010 edition, but is actively seeking volunteers in San Francisco, Chicago, Los Angeles, San Diego, Las Vegas, Miami and New York to pose for its 2011 edition. Women of any cup size, age and ethnicity are encouraged to sign-up at <http://www.bforacure.com/b somebody>. Subject

photos are anonymous, with only nude breasts shown in the photographs for this project.  
No faces will be revealed in the book.

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Pre-sale:

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