



FOR IMMEDIATE RELEASE:

Bare boobs turn heads and open pocketbooks to raise money for charity

San Francisco, CA (June 17, 2010) – In conjunction with the release of its *breasts are beautiful* coffee table book supporting breast cancer charities, bforacure.com has started an affiliate fundraising program available to all qualified 501(c)3 organizations.

If you're seeking a fun and easy way to fill the coffers of your favorite charity, bforacure is offering \$10 per book sold in the name of your organization. Purchasers of *breasts are beautiful* simply use a unique coupon code associated with your organization at checkout and bforacure makes a donation – it's that easy.

Less than 6 months after launching the 'b for a cure' project, demand to participate has soared with over 1,000 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 Devin Crane and a dedication by Jenny McCarthy. The limited edition book is being pre-sold at www.bforacure.com and will be offered through retail outlets nationwide starting in early Fall 2010.



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 in a coffee table book format. Subjects span all walks of life and include everyday women, celebrities and politicians. The project will be released in limited editions annually, with a portion of the net proceeds donated to charities supporting breast health.

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.

The Affiliate Fundraising Program

The bforacure affiliate fundraising program is open to any organization with 501(c)3 status. Register at <http://www.bforacure.com/affiliates> and a representative will contact you with details and a unique coupon code for your organization.

Contact:

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Affiliate Program:
<http://www.bforacure.com/affiliate>