



Applied Innovations Unveils Campaign to Support Breast Cancer Awareness Month

*Applied Innovations launches **Giving Innovations** in recognition of Breast Cancer Awareness Month by donating 10% of all new sales in the month of October to Susan G. Komen For the Cure*

BOCA RATON, FL, October 18, 2010 — [Applied Innovations](#) today announced a new corporate responsibility program called **Giving Innovations**, a dedicated year-round effort designed to raise awareness and donate funds for charitable causes each month. October launches the program, unveiling Applied's campaign to support Breast Cancer Awareness Month by donating 10% of all new sales this month to [Susan G. Komen For the Cure](#).

Susan G. Komen for the Cure is the global leader of the breast cancer movement. It is the world's largest grassroots network of breast cancer survivors and activists, working together to save lives, empower people, ensure quality care for all and energize science to find the cures. Stemming from events like the Susan G. Komen Race for the Cure and generous contributions from partners and sponsors, the organization is now the largest source of nonprofit funds dedicated to the fight against breast cancer in the world, with nearly \$1.5 billion invested since inception in 1982.

Over the course of a lifetime, 1 in 8 women will be diagnosed with breast cancer. According to the [American Cancer Society](#), over 200,000 women will be diagnosed with invasive breast cancer in 2010, and nearly 40,000 can be expected to die from the disease. Breast cancer is much more easily treated and often curable if it is found early. And in fact, after increasing for more than 20 years, incidences of the disease decreased by about 2% per year from 1998 to 2007, particularly in women below the age of 50. These decreases are recognized to be partly due to earlier detection and increased awareness.

"[Breast Cancer Awareness Month](#), which occurs every October, is celebrating 25 years of raising awareness about the disease," stated Jess Coburn, founder and CEO of Applied Innovations. "As an IT company, we know information can make powerful, positive changes. So this seemed a perfect way to kick off our **Giving Innovations** corporate responsibility program."

"We want to participate more actively, as a company, in both local and national non-profit programs that are doing important charitable work," continued Coburn. "**Giving Innovations** is a framework we've developed that will allow us to showcase a different program each month with a promotional campaign designed to increase awareness and raise money."

Applied's **Giving Innovations** has already mapped out plans for the remainder of 2010. In November, the program will feature a campaign for Boca Helping Hands, a community based organization that provides food, job mentoring and family resources. December will focus on Toys for Tots, a national program that is a personal favorite of Coburn's. A campaign calendar for **Giving Innovations 2011** will be announced in January, and Applied Innovations will be soliciting feedback from customers in December to recommend charities and programs deserving of recognition and support.

About Applied Innovations Corp.

Based in Boca Raton, Florida, Applied Innovations is a Microsoft Gold Certified hosting provider specializing in [Windows hosting](#) since 1999, including Shared, [VPS](#) and Dedicated hosting. Promising superior performance, innovative world-class hosting services and Total Customer Satisfaction at highly competitive rates, Applied Innovations hosts thousands of domains for small to medium sized businesses worldwide. Applied Innovations has developed a reputation for implementing the latest hosting technologies as soon as they become available, offering customers a cutting-edge Windows hosting experience for PHP, .Net, Ecommerce and CMS applications; business, personal, professional and novice customers alike.

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