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Pink Ribbon Produce Returns Oct. 1st to Support the National Breast Cancer Foundation, Inc.
Pink Ribbon Produce Kicks-off 2013 Campaign with new Educational Component to Gain Support for the Fight against Breast Cancer

ROSEVILLE, Calif. — Pink Ribbon Produce kicks-off this year's campaign with a new educational component, the Fresh Plate Challenge, to support the National Breast Cancer Foundation, Inc.® (NBCF) during breast cancer awareness month. From Oct. 1, through Oct. 31, Pink Ribbon Produce, a cause-marketing in-store program spearheaded by [AugustineIdeas](http://AugustineIdeas.com), will launch an interactive social media prevention campaign to engage consumers to support the fight against breast cancer.

The prevention campaign is designed to help spread awareness and support for NBCF and Pink Ribbon Produce, which promotes healthy habits to reduce the risk of many non-communicable diseases (NCDs) with a focus on breast cancer. With the use of social media, Pink Ribbon Produce encourages consumers to "Take the Fresh Plate Challenge" and fill half of their plate with fresh fruits and vegetables. A free Fresh Plate Challenge Guide is available at www.pinkribbonproduce.org.

"Pink Ribbon Produce is beginning its eighth year and we are so proud to have the opportunity to continue our support for the National Breast Cancer Foundation," said Debbie Augustine, chief executive officer of AugustineIdeas. "Encouraging healthy eating with the Fresh Plate Challenge is an easy way to give back while bettering yourself at the same time."

The Fresh Plate Challenge campaign utilizes the Pink Ribbon Produce website and social media channels to encourage and educate consumers to live healthy while promoting awareness and support for breast cancer. The campaign will feature an Instagram photo contest and other interactive activities using hashtags #PinkOctober, #BreastCancerAwareness, #FreshPlate and #PinkRibbon. Contest winners will receive a retailer gift card and a donation to NBCF in their name.

Pink Ribbon Produce provides shoppers with an easy way to give back to their communities and support efforts to find cures for breast cancer. By bringing together more than 500 Harris Teeter, Meijer and Price Chopper stores and their produce vendors, Pink Ribbon Produce has been able to raise over \$400,000.00 for breast cancer since 2006. Stores direct shoppers to the participating produce suppliers with a Pink Ribbon Produce program icon on posters and point-of-sale signs next to the product. The money raised supports NBCF and goes back into the

community by providing mammograms and educational programs to help save the lives of thousands of women.

For more information about Fresh Plate Challenge, Pink Ribbon Produce, their partners, and ways to donate, please visit pinkribbonproduce.org or follow Pink Ribbon Produce on Twitter @PinkRibbon and become a fan at www.facebook.com/PinkRibbonProduce.

About the National Breast Cancer Foundation, Inc.®

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for eight years, NBCF provides women "Help for Today...Hope for Tomorrow®" through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF](#) online support community, and breast cancer research programs. For more information, please visit www.nbcf.org.

Harris Teeter

Harris Teeter Inc., with headquarters in Matthews, N.C., is a wholly-owned subsidiary of Harris Teeter Supermarkets, Inc. Harris Teeter is the 24th largest supermarket in the U.S. with 2011 sales of \$4.29 billion. The regional grocery chain employs approximately 25,000 associates and operates stores in North Carolina, South Carolina, Virginia, Georgia, Tennessee, Maryland, Delaware, Florida and the District of Columbia.

Meijer

Meijer is a Grand Rapids, Mich.-based retailer that operates 199 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky. As a pioneer of the "one-stop shopping" concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information on Meijer and the ability to shop for more can be found at www.meijer.com. Follow Meijer on Twitter @Meijer or become a fan at www.facebook.com/meijer.

Price Chopper Supermarkets

Based in Schenectady, NY, the Golub Corporation owns and operates 130 Price Chopper grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 23,000 teammates collectively own 52% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee owned. For additional information, visit www.pricechopper.com.

AugustineIdeas

AugustineIdeas is a nontraditional global agency with 16 years of experience providing branding, digital strategy, creative services, social media marketing, public relations, graphic design, shopper marketing and retail activation to clients in a diverse range of industries. The firm is one of the largest and most competitive in Northern California and has more than 40 employees. For more information, visit <http://www.augustineideas.com/> or follow us on Twitter at @AugustineIdeas.

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