**NEWS RELEASE**

For Immediate Release

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**AutoTex PINK Windshield Wipers ‘Shares’ The Love For Valentine’s Day**

*AutoTex Pink Will Make an Extra Donation For Online Sales and Every Facebook “Share” On Valentine’s Day*

**February 2014** - Pine Brook, NJ: AutoTex PINK, the brand of windshield wipers dedicated to giving back by donating a portion of every sale to national breast cancer charities. AutoTex PINK is going one step further this Valentine’s Day on Friday February 14, 2014. A leader in social media for the automotive aftermarket, AutoTex PINK is reaching out to their loyal and dedicated fan base to share the love on Facebook and Twitter.

This Valentine’s Day, Friday February 14, AutoTex Pink will double their donation to the National Breast Cancer Foundation for anyone who purchases a set of pink or black colored AutoTex Pink windshield wiper blades from Amazon.com. In addition to this, AutoTex Pink will donate an extra twenty-five cents to any Facebook follower that “shares” their special message and twenty-five cents for every Re-Tweet of their message on Twitter.

AutoTex Pink blades are premium, OEM quality blades that fit over 98% of all vehicles. These quality windshield wiper blades come in a traditional black metal frame with a small pink ribbon to denote the cause and in fullpink color for those who wish to make a bolder statement. All year round, AutoTex’s parent company WEXCO Industries, makes a donation to the National Breast Cancer Foundation (sales in the US) or the Breast Cancer Society of Canada for every AutoTex Pink wiper sold.

“We have such a loyal online fan base that truly loves our products and are passionate about breast cancer awareness. Most of our fans only get to be a part of our donation once, maybe twice, a year by purchasing our wiper blades. This gives every single one of our fans another chance to help us contribute to this worthwhile cause”, says Arthur Leardi, National Sales Manager.

AutoTex Windshield Wipers are Amazon Prime eligible, which includes free two day shipping. All orders are processed and fulfilled by Amazon.com.

To participate in “sharing” the love with AutoTex Pink, please visit [www.facebook.com/autotexpink](http://www.facebook.com/autotexpink), www.twitter.com/autotexpink, and Amazon.com this Valentine’s Day!

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**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 and hope for tomorrow through its [National Mammography Program](http://www.nationalbreastcancer.org/About-NBCF/Our-Mission/%22%20%5Ct%20%22_blank), [Beyond The Shock®](http://www.beyondtheshock.com/%22%20%5Ct%20%22_blank), [Early Detection Plan](http://nationalbreastcancer.org/edp%22%20%5Ct%20%22_blank), [MyNBCF](http://www.mynbcf.org/%22%20%5Ct%20%22_blank) online support community, and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).

**About AutoTex Wipers:** AutoTex Wipers is a division of WEXCO Industries, Inc., a certified WBENC (Women’s Business Enterprise National Council) company that is one of the nation’s leading global supplier of OEM quality windshield wiper blades, auto parts and accessories. A portion of the sales of AutoTex PINK windshield wiper blades goes to the National Breast Cancer Foundation and the Breast Cancer Society of Canada. For more information, visit [www.autotexwipers.com](http://www.autotexwipers.com) or call 800.692.3962.