

# CARLISLE

## **CARLISLE COLLECTION PARTNERS WITH SUSAN G. KOMEN FOR THE CURE® TO FIGHT BREAST CANCER**

*DIRECT SALES COUTURE FASHION LINE UNVEILS ITS 2011-2012 "FABRIC OF HOPE" SCARF BENEFITING KOMEN FOR THE CURE*

**(NEW YORK) August 29, 2011 –**

### **What:**

Today, the Carlisle Collection celebrates the 13<sup>th</sup> year of its *Fabric of Hope* silk scarf program and partnership with Susan G. Komen for the Cure® by unveiling the 2011-2012 scarf. Carlisle's *Fabric of Hope* program is part of the fashion line's ongoing commitment to the fight against breast cancer.

Since 1998, the Carlisle Collection's team of designers has created a luxurious, one-of-a-kind silk scarf representing their commitment to women's health and well-being. By all accounts, each scarf is a work of art and this year is no exception! The 2011-2012 design features a floral and butterfly design in royal blue, fuchsia, green and purple: <http://www.carlislecollection.com/about/fabric-of-hope/>

"Each year, the *Fabric of Hope* program enjoys tremendous support from our clients, who make donations through our consultants, payable to Susan G. Komen for the Cure in the amount of \$125 or more. They receive the *Fabric of Hope* scarf as a gift with their donation," says William Rondina, CEO, Chairman and Founder of Carlisle. "We are very proud to have created a charitable program in which 100% of the donations go directly to Komen for the Cure. To date, contributions from our *Fabric of Hope* program have totaled more than \$1.8 million."

"Susan G. Komen for the Cure is thankful for its 13 year partnership with The Carlisle Collection," said Katrina McGhee, EVP and Chief Marketing Officer for Komen. "Their support over the years has made a difference in the lives of women facing breast cancer and will continue to do so."

### **Who:**

The Carlisle Collection and Susan G. Komen for the Cure have been in collaboration on this program since 1998. The donation can be made directly through a Carlisle Sales Consultant in any of the states across the U.S. or directly through the Carlisle NYC-based office. Carlisle gladly ships the scarf directly to the donor or to an individual named as a gift recipient.

**When:**

Every year Carlisle unveils a new *Fabric of Hope* scarf, which is available to clients from July 2011 through June 2012.

**Why:**

In 1997, William Rondina, the CEO, Chairman and Founder of the Carlisle Collection, approached his field of sellers across the country to inquire about the philanthropic cause they most wanted the Company to support. The response was loud and clear: join in the fight against breast cancer. So, each year, Carlisle designs a *Fabric of Hope* scarf with a unique pattern and a corner bearing the pink ribbon symbolic of breast cancer awareness, and then the company asks clients to help Carlisle in the push to find the cures for the disease that has affected so many.

The American Cancer Society estimates that 230,480 new cases of invasive breast cancer will be diagnosed in women in 2011. By making a donation to Komen through a Carlisle consultant, individuals not only assist in the fight against breast cancer, but also receive the silk scarf to commemorate their generosity.

**How:**

To make a donation and receive a scarf, please contact your local Carlisle representative. If you don't currently shop with Carlisle, you can still make a donation and receive the scarf by contacting Diana Meyers with Carlisle at (212) 246-2555, Ext. 3520; [dianam@connaughtgroup.com](mailto:dianam@connaughtgroup.com).

**ABOUT CARLISLE:**

The Carlisle Collection is a couture fashion company producing dresses, suits, separates, and accessories with a sense of classic style that is modern yet appropriate for any professional or social occasion. Headquartered in New York City, Carlisle has been providing classic, impeccable fashion to its clients, and entrepreneurial opportunities to its Consultants for over a quarter century. For more information or to locate the Carlisle Consultant nearest you, visit [www.carlislecollection.com](http://www.carlislecollection.com).

**ABOUT SUSAN G. KOMEN:**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, the promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.9 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

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