



*The Libby Ross
Foundation*

People ▼

October efforts are in the pink

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Heartfelt: The Swarovski Pink Hope Pin has 57 stones and is plated with gold and rhodium.

By Karen Thomas, USA TODAY

Among the stars signing on to promote Breast Cancer Awareness:

ALL FOR A GOOD CAUSE: [Auction picks celebs' pockets](#)

Clothing

Sheryl Crow, Jennifer Aniston, Cameron Diaz, Demi Moore and Christina Aguilera are among the A-listers participating in the Design A Cure T-shirt campaign. Each star joined a designer to create a T-shirt to be autographed and auctioned on eBay through Oct. 31. Unsigned shirts will be sold at Fred Segal Fun boutique in Santa Monica, Calif. View T-shirts at [presentsforpurpose.com](#). Benefits: Women's Cancer Research Institute at Cedars-Sinai Medical Center.

Pierce Brosnan is ambassador for Lee National Denim Day, which is Friday. Companies help raise funds by registering at [denimday.com](#) and allowing workers to wear their favorite jeans on Friday for a \$5 donation. Benefits: women's cancer programs of the Entertainment Industry Foundation.

Shoes and accessories

Erin O'Connor, Petra Nemcova, Amber Valletta, Cindy Crawford, Marie Helvin and Rachel Hunter are on board for this year's Stuart Weitzman shoe auction. Each star will customize a white stiletto to be auctioned through Oct. 31 at [stuartweitzman.com](#). Benefits: All proceeds go to breast cancer research groups.

Designer Mauri Pioppo and Crow, a breast cancer survivor, collaborated to create the Sundari talisman necklace (\$420) at [mauripioppo.com](#). Benefits: Half of proceeds goes to the Breast Cancer Research Foundation.

Salvatore Ferragamo, the Italian luxury goods house, will sell limited edition "Pink Ribbon" bracelets (\$160) in its stores through October. Benefits: 15% goes to the American-Italian Cancer Foundation.

Edie Falco, Melissa Etheridge and Sarah Chalke are lending their names to promote the Swarovski Pink Hope Pin (\$85), created for Breast Cancer Awareness Month, but available year-round at Swarovski Gallery stores nationwide and at [swarovski.com](#). Benefits: The Libby Ross Foundation's Yoga Program for Survivors of Breast Cancer.