

# ADRIENNE LANDAU



## *The Libby Ross Foundation*

**FOR IMMEDIATE RELEASE**

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### **INDULGE IN THE LUXURY OF LOOKING GOOD AND DOING GOOD! ADRIENNE LANDAU PARTNERS WITH THE LIBBY ROSS FOUNDATION IN THE FIGHT AGAINST BREAST CANCER**



Throughout the month of October, ADRIENNE LANDAU will donate 10% of the proceeds from the sale of the limited-edition Rex-Rabbit Rosette Scarf in *Prevention Pink* to THE LIBBY ROSS FOUNDATION.

Exclusively designed to fund breast cancer research and provide support for those afflicted, the scarf is shaped to emulate the universal symbol for breast cancer awareness: the pink ribbon.

**Price:** \$120.00

**Availability:** [www.adriennelandau.com](http://www.adriennelandau.com)  
[www.thelibbyrossfoundation.com](http://www.thelibbyrossfoundation.com)

Founded in loving memory of Elizabeth (Libby) Ross, both founders of The Libby Ross Foundation have had first-hand experience with Breast Cancer in their families and started this philanthropic group to prevent other women and other families from experiencing the devastation of the disease. The organization's mission is to make a significant difference in the lives of women afflicted with breast cancer through unique support programs in addition to seeking to help eradicate the disease through research and early detection.

"The Libby Ross Foundation would like to thank Adrienne Landau in its sound commitment to the fight against breast cancer," said Lori Ross, chairman & co-founder, The Libby Ross Foundation. "Their efforts will enable the Foundation to educate women of all ages, especially younger women, as to the importance of early detection and awareness of breast cancer and to provide much needed support services for women suffering from the disease. We are thrilled to announce our partnership with Adrienne Landau to help win the fight against breast cancer."

#### **ABOUT THE LIBBY ROSS FOUNDATION**

Founded in 1999, in memory of Elizabeth "Libby" Ross, who lost her battle with breast cancer on July 24, 1998, The Libby Ross Foundation is a New York based not-for-profit organization whose mission is to make a significant difference in the fight against breast cancer through development and funding of programs for outreach and support as well as treatment and research. It is the Foundation's goal to become a national advocate in the fight against breast cancer.

For further information or product samples, please contact  
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