

# CHESAPEAKE BAY CANDLE®

## **Chesapeake Bay Candle Announces Partnership with Susan G. Komen for the Cure® *Imagine, Inspire, and Hope for the Cure***

**Rockville, MD (August 30, 2010)** – Chesapeake Bay Candle, the candle and home fragrance brand creating style in every home, has joined forces with Susan G. Komen for the Cure®, the world's largest breast cancer movement, to introduce the new **Susan G. Komen for the Cure** collection.

The collection features three sophisticated, multi-note scents inspired by the thousands of women that have heroically battled breast cancer, as well as the loved ones that have held their hands throughout the fight. Chesapeake Bay Candle has created this collection to congratulate the survivors as well as commemorate those who are longer with us.

“This collection was designed for anyone who has ever experienced the struggle, whether firsthand or simply nearby a friend or family member,” states Mei Xu, president and co-owner of Chesapeake Bay Candle. “It's based on three powerful sentiments: Inspire, Imagine and Hope. Each word serves as a sword to be raised in the fight against breast cancer, bringing us all closer to the cure.”

“Susan G. Komen for the Cure is working tirelessly to discover and deliver the cures to breast cancer and, thanks to partners like Chesapeake Bay Candle, has touched every major break-through in breast cancer research over the past 30 years,” said Katrina McGhee, senior vice president, global business development and partnerships for Komen. “These partnerships are also helping to create wide-spread awareness that is equally important and literally saving lives.”

With seven items total, each sentiment is available as a high-fragrance jar candle (\$10.00) or filled vessel presented in a decorative box (\$15.00), or as a collection in the three-piece votive set (\$15.00). As we inspire, imagine, and hope for the cure, one dollar from every candle sold will go to Susan G. Komen for the Cure, with a minimum guaranteed donation of \$100,000.

All candles are made from an environmentally friendly soy wax blend, featuring lead free cotton wicks and fragrances that skillfully incorporate natural essential oils, and are hand poured by skilled artisans.

### **The fragrance sentiments of the Susan G. Komen collection are:**



#### ***Imagine- Cherry Blossom:***

Take breast cancer out of the shadows and into the light. A beautiful floral fragrance that captures the elegance and delicacy of the cherry blossom blended with fresh green floral notes and sweet hints of juicy fruit.

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## ***Inspire- White Peach Bamboo:***

When the finish line starts coming into sight, you don't slow down. The juicy sweetness of a golden, sun-ripened peach dances amongst a brilliant bouquet of fresh floral blossoms and crisp green bamboo.



## ***Hope- Vanilla Rice Flower.***

The fight might seem impossible, but it always seems impossible until you do it. A subtle blend of vanilla bean and luminous rice blossom, enhanced with bright bergamot and soft jasmine notes.

### **About Chesapeake Bay Candle®**

Chesapeake Bay Candle is the home fragrance brand synonymous with stylish design and unique, nature-inspired fragrances. Established in 1994, the brand draws inspiration from the serene beauty of Maryland's idyllic shoreline. Season after season, Chesapeake Bay Candle provides style, fragrance, and ambiance to families around the world. Visit us at [chesapeakebaycandle.com](http://chesapeakebaycandle.com).

### **About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [komen.org](http://komen.org) or call 1-877 GO KOMEN.

The **CHESAPEAKE BAY CANDLE® Susan G. Komen for the Cure** collection will be available at [chesapeakebaycandle.com](http://chesapeakebaycandle.com) and select retail partners beginning in September 2010.

#### **For more information please contact:**

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