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Media Contact:

Emily Martin

(202) 650-5371

Emily@cancersupportcommunity.org

The Cancer Support Community and Elaine Turner® Launch Partnership to Promote Healing Through Emotional Support

WASHINGTON – (Oct. 1, 2014) – The Cancer Support Community (CSC), an international cancer nonprofit, is pleased to announce its partnership with luxury accessories designer Elaine Turner®.

The Houston based brand will launch its Breast Cancer Awareness campaign today, October 1, with a capsule collection donating a percentage of proceeds for each item sold to benefit CSC during the month of October. Included in the collection are Elaine Turner's bestselling Bella envelope clutch and wrap bracelets in black patent leather and her signature pink patent leather. All four pieces are accented with custom hardware as a subtle nod to the signature breast cancer awareness (BCA) ribbon.

The brand will also launch a social media campaign surrounding the initiative. Followers will be asked to submit a photo illustrating how they are "going pink" during the month of October. Elaine Turner will donate one dollar to CSC for every photo shared and tagged with "#ElaineTurnerGivesPink" on Facebook, Instagram and Twitter.

The Cancer Support Community is the first organization to develop the Cancer Experience Registry to collect, analyze and share information about the experience and needs of the patient and his or her social network throughout the cancer journey. The information collected is used to positively impact the future of cancer care, develop programs and offer services to address the emotional and social needs of those affected by cancer. This has been shown to dramatically improve the quality of life and health outcomes of cancer survivors and their families.

Elaine knows firsthand the importance of this research and the benefits of not only medical, but also psychological care. Elaine's mother, Marlaine White, was diagnosed with breast cancer at the age of 47.

"I was drawn to CSC because of their focus on creating an emotional support system and maintaining a sense of humor during the cancer journey. Knowing family and friends were beside my mom and our whole family during her diagnosis and treatment makes a huge difference in helping us get through it day by day. Giving back is part of my personal DNA and at the core of my business philosophy. It's really why I do what I do", says Elaine Turner.

Kim Thiboldeaux, President and CEO of CSC, immediately felt a connection to Elaine Turner's "Texas-Glam" philosophy of having fun and not taking yourself too seriously.

"Elaine Turner's commitment to supporting people touched by cancer is core to her work," said Kim Thiboldeaux, President and CEO of Cancer Support Community. "Support for the Cancer Experience Registry is not only appreciated, it provides the cancer community with tools to help transform the patient experience in the future."

Elaine opens the doors to her seven boutiques every week to host events in support of various charities supporting women, children and cancer. Leaving a legacy of caring is part of the Elaine Turner brand and belief system.

To honor Breast Cancer Awareness month and to launch this partnership, Elaine Turner will hold a cocktail party donating twenty percent of the night's sales at her Madison Avenue store in October with top executives from CSC and members of Gilda's Club New York, an affiliate of Cancer Support Community. Gilda's Club New York was established in 1995 and named for comedian Gilda Radner, who learned to live with ovarian cancer with the help of a support community.

Fifty percent of proceeds from the Breast Cancer Awareness capsule collection will be donated to Cancer Support Community starting on October 1, 2014. All items are available at www.ElaineTurner.com and in Elaine Turner® boutiques in Houston, Nashville, New York and San Antonio.

About Elaine Turner®

Elaine Turner's flagship stores include CityCentre and Rice Village, Houston; Market Street, The Woodlands; Alamo Heights, San Antonio; The Mall at Green Hills, Nashville and Madison Avenue, New York City. Her collection is also carried in Neiman Marcus and specialty boutiques worldwide. Elaine Turner launched in 2000, and the handbag and shoe collections have been featured on The Today Show and in People, Lucky, InStyle, Coastal Living, O The Oprah Magazine and many more. To stay connected with Elaine Turner, follow her on Twitter @ElaineTurner, Instagram @ElaineTurner, Pinterest @ElaineTurner and on Facebook at Elaine Turner Designs. For more information, visit www.ElaineTurner.com.

About the Cancer Support Community

The mission of the Cancer Support Community (CSC) is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. In 2009, The Wellness Community and Gilda's Club joined forces to become the Cancer Support Community. The combined organization, with more than 50 years of collective experience, provides the highest quality social and emotional support for people impacted by cancer through a network of 50 licensed Affiliates, more than 120 satellite locations and vibrant online and telephone communities, touching more than one million people each year.

Backed by evidence that the best cancer care includes social and emotional support, the Cancer Support Community offers these services free of charge to men, women and children with any type or stage of cancer, and to their loved ones. As the largest professionally led nonprofit network of cancer support worldwide, the Cancer Support Community delivers a comprehensive menu of personalized and essential services including support groups, educational workshops, exercise, art and nutrition classes and social activities for the entire family. Through cutting-edge psychosocial, behavioral and survivorship research, the Cancer Support Community's Research and Training Institute is helping CSC change the future of cancer care through education and training. The Cancer Support Community's Cancer Policy Institute ensures that the voices of 13.7 million cancer survivors and their families are heard in the nation's capital and state and local legislatures across the country. In 2013, the CSC network delivered nearly \$48 million in free services to patients and families. The Cancer Support Community is advancing the innovations that are becoming the standard in complete cancer care. For more information, please visit www.cancersupportcommunity.org

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