

Vera Bradley

Vera Bradley Foundation for Breast Cancer Recognized With New Indiana University School of Medicine Research Center

June 5, 2018

FORT WAYNE, Ind., June 04, 2018 (GLOBE NEWSWIRE) -- The Vera Bradley Foundation for Breast Cancer (the "Foundation") announced today its continued partnership with the Indiana University School of Medicine, which is establishing a new research center focused on developing and dramatically improving therapies for some of the most difficult-to-treat types of breast cancer. The center will be named the *Vera Bradley Foundation Center for Breast Cancer Research* in recognition of two decades of philanthropic support from the Indiana-based women's accessories and lifestyle fashion brand and its charitable foundation.

 [VB Foundation Logo](#)

Logo for VB Foundation

"While we have made major strides in the treatment of breast cancer, far too many women still die from this disease, and others endure long-lasting side effects from treatments," said Jay L. Hess, MD, PhD, MHSA, dean of the IU School of Medicine. "With the establishment of this center, we are putting a big stake in the ground and redoubling our efforts to find solutions for these women. No one has done more to support breast cancer research in our state than the Vera Bradley Foundation for Breast Cancer, and I cannot imagine a more fitting namesake for our center."

Hess announced the establishment of the center on Monday, June 4th at the Foundation's 25th annual Classic philanthropic event. The Classic is the largest amateur women's golf and tennis charity tournament in the country and is held each spring in Vera Bradley's hometown of Fort Wayne, Indiana. The Foundation announced \$1,005,935 was raised for breast cancer research from this year's Classic events alone.

"As the nation's largest medical school, we are thrilled the Indiana University School of Medicine has chosen to honor the Foundation in this way. The school is uniquely positioned to ensure research discoveries made at the newly established Vera Bradley Foundation Center for Breast Cancer Research will benefit women not only throughout the United States, but the world," said Lynda Houk, Executive Director, the Foundation.

The Foundation has pledged an additional \$2.5 million to the growing fund dedicated to finding the perfect Director candidate to lead the facility. This new gift brings the Foundation's total commitment to breast cancer research at the Indiana University School of Medicine to \$37.5 million. To date the Foundation has donated over \$30 million toward this commitment. For more information and updates on the Vera Bradley Foundation for Breast Cancer, please follow the Vera Bradley Foundation for Breast Cancer on Facebook and @verabradley on Instagram and Twitter.

About Vera Bradley Foundation for Breast Cancer

The **Vera Bradley Foundation for Breast Cancer** has contributed over \$30 million to the breast cancer research being conducted at the Indiana University Melvin and Bren Simon Cancer Center in Indianapolis, Indiana. This team of more than 35 researchers is world-renowned for its collaborative approach to research – leading national clinical trials and hosting the world's only healthy breast tissue bank. Vera Bradley's co-founders, Barbara Bradley Baekgaard and Patricia R. Miller, began raising funds for a cure after the loss of their dear friend, Mary Sloan, to the disease in 1993. Vera Bradley contributes to the Foundation, and additional support comes from a variety of sources including special events, individual donations and royalties from Baekgaard's recently published book, *A Colorful Way of Living*. To learn more about the Vera Bradley Foundation for Breast Cancer, visit: <http://www.verabradley.org>.

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<http://www.VeraBradley.org>

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