

Vera Bradley

Vera Bradley Foundation for Breast Cancer Raises \$2.2 million for Breast Cancer Research

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FORT WAYNE, Ind., Nov. 14, 2018 (GLOBE NEWSWIRE) -- The Vera Bradley Foundation for Breast Cancer (the "Foundation") recently announced current year donations of \$2.2 million, bringing the total raised to date to over \$32.5 million. Funds raised solely support the groundbreaking research being conducted at the Vera Bradley Foundation Center for Breast Cancer Research at Indiana University School of Medicine in Indianapolis, Indiana.

"We began supporting breast cancer research in 1993 after losing our dear friend Mary Sloan to breast cancer," said Barbara Bradley Baekgaard, Co-Founder of Vera Bradley and the Foundation. "Fast-forward 25 years, and I feel confident Mary would be so proud of the hope the research we fund has brought not only to her daughters and granddaughters, but also to countless other women throughout the country and around the world. Hope for better treatment, hope for longer, healthier lives for those diagnosed with breast cancer, and, ultimately, hope for a future where breast cancer is a distant memory."

The Foundation raises funds through its annual signature events, including the Vera Bradley Foundation for Breast Cancer Classic, the largest amateur women's golf and tennis charity tournament in the country, and Tickled Pink – A Gathering of Girlfriends, which unites more than 500 Vera Bradley enthusiasts for a behind-the-scenes brand experience. In addition to events led by the Foundation, there are also individual donors, dedicated friends, Vera Bradley retail partners and other committed supporters nationwide who host a variety of events and fundraisers. Additional revenue comes from donations made by Vera Bradley customers while shopping in-store or on verabradley.com.

For more information and updates on the Vera Bradley Foundation for Breast Cancer, please follow Vera Bradley and the Vera Bradley Foundation for Breast Cancer on Facebook and @verabradley and @verabradleyfoundation on Instagram.

About Vera Bradley Foundation for Breast Cancer

The **Vera Bradley Foundation for Breast Cancer** raises funds for breast cancer research to find a cure and to improve the lives of the many affected by this disease. Vera Bradley's co-founders began raising funds after the loss of a dear friend to the disease in 1993. The Foundation has contributed \$32.5 million to the Vera Bradley Foundation Center for Breast Cancer Research at Indiana University School of Medicine in Indianapolis, Indiana. The Center is focused on developing and dramatically improving therapies for some of the most difficult-to-treat types of breast cancer, including triple negative breast cancer. Funds are raised through special events, partner events and individual donations. Learn more about the Vera Bradley Foundation for Breast Cancer at www.verabradley.org.

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Websites

<http://www.verabradley.org>