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20th Annual Vera Bradley Foundation Classic Raises Record Amount for Breast Cancer Research

FORT WAYNE, Ind., June 3, 2013 (GLOBE NEWSWIRE) -- The 20th annual Vera Bradley Foundation for Breast Cancer Classic Golf & Tennis Tournament raised \$1,047,235. The four-day event, held in Fort Wayne, Indiana, is the largest women's amateur golf and tennis charity event in the nation. More than 600 participants and 300 volunteers came together to have fun and raise funds for the cause; women from 17 states participated.

The funds support breast cancer research at the Indiana University Melvin and Bren Simon Cancer Center in Indianapolis, a nationally ranked cancer center. The lifetime total raised by the Classic event now stands at nearly \$11 million.

"In 1994 we held our first Vera Bradley Classic, and here we are 20 years later," said Barbara Bradley Baekgaard, Vera Bradley Foundation for Breast Cancer Cofounder. "Our first pledge to IU was \$1.2 million; now through the Classic and other fundraising efforts, we have reached nearly \$20 million. We are grateful to the Fort Wayne community, our partners and volunteers who have totally embraced and supported this event."

LPGA Professional Jan Stephenson showed her support for the cause by attending the golf tournament, and all golf participants received an exclusive Vera Bradley wedge with a custom grip inspired by the "Ribbons" breast cancer awareness color.

About the Vera Bradley Foundation for Breast Cancer: The Foundation is celebrating its 15th year of funding the Vera Bradley Foundation for Breast Cancer Research Laboratories at the Melvin and Bren Simon Cancer Center in Indianapolis through a multi-year \$20 million pledge. Since 1998, the Foundation has played an integral role in changing the face of breast cancer research by supporting 22 labs and 43 researchers and clinicians who are leading major advancements in drug therapies and setting a world-wide standard. The Foundation receives funding through national events, a \$1 million annual gift from Vera Bradley, Inc. (Nasdaq:VRA), and through donations on verabradley.org.

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