



Vera Bradley

October 9, 2017

Vera Bradley Foundation for Breast Cancer Reaches \$30 Million Donation Milestone for Breast Cancer Research

Announcement Made at Foundation's Annual Tickled Pink Event

FORT WAYNE, Ind., Oct. 09, 2017 (GLOBE NEWSWIRE) -- The Vera Bradley Foundation for Breast Cancer (the "Foundation") announced current year donations of \$2.2 million, bringing the total raised to date to over \$30 million. Funds raised support ground-breaking research being conducted at the Indiana University Melvin and Bren Simon Cancer Center in Indianapolis, Indiana.

"We began raising funds for breast cancer research in 1993 after the loss of our dear friend and co-worker, Mary Sloan," said Barbara Bradley Baekgaard, Co-Founder of Vera Bradley. "Since then, our commitment to this cause has evolved into the Vera Bradley Foundation for Breast Cancer. Together with our amazing donors, devoted event participants and selfless volunteers, we hope for a future free from breast cancer."

This year's fundraising announcement was made at the Foundation's annual Tickled Pink event, held on Friday, October 6th at the Vera Bradley Design Center in Roanoke, Indiana. Five hundred women, all with a shared commitment to finding a cure, attended the special event during National Breast Cancer Awareness Month. Guests enjoyed creative culinary selections and fine cocktails from some of Fort Wayne's best caterers and restaurants, an incredible silent auction and an exclusive sneak-peak at the newest Vera Bradley colors, patterns, styles and trends. Many supporters come back year after year for this unforgettable "party with a purpose."

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

About Vera Bradley Foundation for Breast Cancer

The **Vera Bradley Foundation for Breast Cancer** has contributed \$30.3 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 Miller, began raising funds for a cure after the loss of their dear friend, Mary Sloane, 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*. Learn more about the Vera Bradley Foundation for Breast Cancer, visit: <http://www.verabradley.org>.

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Websites

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