

## **Brighton's Power of Pink Campaign Marks a Dozen Years of Making a Difference Through Supporting Breast Cancer Charities**

LOS ANGELES, CA, September 23, 2014 –Once again, Brighton is honored to pledge its support of breast cancer charities nationwide with its 12th Annual Power of Pink program. To date, through the sale of its exclusive Power of Pink bracelets, the company has donated more than \$5.3 million to over 300 breast cancer organizations across the nation.

For the first time ever, Brighton will offer *two* limited edition bracelets, available from September 26<sup>th</sup> through October 31<sup>st</sup>, or while supplies last. For every bracelet purchased, Brighton, along with its specialty stores, will contribute much needed dollars to breast cancer charities.

The 2014 Power of Pink Bracelet is fashioned after Brighton's recently launched Your True Color Joyful Collection and features a Power of Pink commemorative ribbon crafted of bezel-set Swarovski crystal on a brilliantly pink pear-shaped stone. For each \$60 bracelet purchased, Brighton will donate \$5 to a breast cancer charity. All of the company's 190 Brighton stores will match this donation, and the company is encouraging its more than 700 participating specialty stores to do the same, bringing the total donation to \$10 per bracelet.

Additionally, the company is delighted to offer its first customizable charm bracelet for the Power of Pink. The Coachella leather bracelet allows customers to create a one-of-a-kind gift for a loved one by adding beautiful Brighton charms and beads. With the purchase of this \$43 bracelet, Brighton has pledged to donate \$4. This amount will be matched by its 190 Brighton stores, and participating specialty stores are encouraged to do the same, bringing the total donation to \$8 per bracelet.

Brighton's founder and owner, Jerry Kohl, explains how, with these bracelets, "Each one of us can make a difference. By joining together, we can create change. That is how we will win the fight to end this disease."

Additionally, Brighton stores are offering limited edition pink leather goods and accessories and will donate 10% of the purchase price to breast cancer charities. All of these products send the same message of support to anyone who has been touched by breast cancer.

With more than 300 fund-raising events scheduled in stores throughout the country during the first weekend of October, Brighton's intention is to set off a chain reaction of donations to breast cancer organizations. The hope is that it doesn't end with these events, but continues to spread an awareness that results in many individuals giving donations to organizations working towards finding a cure.

To find the nearest participating retailer near you, visit [Brighton.com](http://Brighton.com).

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### **About Brighton Collectibles**

Known for excellent quality and a broad-ranging assortment of finely crafted accessories, Brighton produces handbags, footwear, jewelry, belts, small leather essentials, eyewear, luggage, fragrances, and gifts. Visit [www.brighton.com](http://www.brighton.com) to see the entire product line or to locate a store near you.