

For Immediate Release – March 1, 2007

Yellow Fence Shirt to Raise Money for Breast Cancer

(Jacksonville, FL – March 1, 2007) – Yellow Fence has announced that they will offer a limited edition shirt & bag to raise money for Breast Cancer Awareness. The items will be available at yellowfence.com from May 5th –October 31st 2007. A portion of the proceeds from the sale of each limited edition item will be donated to the Susan G. Komen for the Cure Foundation.

The Yellow Fence products will include a pink t-shirt, ladies shirt, and bag. All items will be printed with the limited edition “care. crop. cure.” design in dark pink.

“Breast Cancer touches so many lives, this is our chance to give something back to the community”, said Jonathan

Beckham, Vice President of Yellow Fence, Inc. Sale of the shirts and bags

will begin on National Scrapbook Day and conclude at the end of October, which is Breast Cancer Awareness Month. Shirts will be available through retail sales as well as to store owners who wish to carry them in their shops or use them for an event.



An estimated 178,480 new cases of breast cancer will be diagnosed in American women in 2007 alone. As screening programs have become more common, more cases of breast cancer are being detected in the earlier stages of disease, when they are more easily and successfully treated. Since the early 1980s, diagnoses of early stage cancer and precancerous conditions have increased appreciably, while diagnoses of cases at the advanced stages have remained stable or dropped slightly. In 1982 Susan G. Komen for the Cure launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.

Yellow Fence will donate a portion of the proceeds from the sale of each item to the Susan G. Komen for the Cure Foundation. This includes wholesale orders placed by store owners as well as retail orders placed online. Yellow Fence is hoping to raise thousands of dollars to fight the war on Breast Cancer.

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