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# News Release

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## Airport Retailer's "Pink Promotion" Raises Dollars and Awareness

*~ The Paradies Shops Donates \$40,000 to the Susan G. Komen Breast Cancer Foundation*

**DECEMBER 5, 2005** – In celebration and support of Breast Cancer Awareness Month, The Paradies Shops, a retail concessionaire operating over 20 news, gift and specialty shops at Detroit Metropolitan Wayne County Airport (DTW), offered the traveling public an assortment of "pink" merchandise for the entire month of October. Through this promotion, The Paradies Shops' vendors also participated bringing the total donation to \$40,000 to the fight against breast cancer.

With the color pink and the pink ribbon recognized as international symbols of hope in finding a cure for breast cancer, the Paradies Shops' "Pink Promotion" offered an assortment of pink merchandise at DTW and other Paradies' retail locations to include hats, long-sleeve tees, the Ty Cure Bear, breast cancer lapel pin, and the pink awareness bracelet, with a portion of all proceeds to be donated to a charity that supported breast cancer research.

After much discussion between management at The Paradies Shops and research on various breast cancer charities, it was decided that monies raised would be donated to the Susan G. Komen Breast Cancer Foundation as this organization has been instrumental in raising worldwide awareness and raising substantial funding to finding a cure. The 20-year-old charity is a well-known, global foundation that supports and funds research and various community-based outreach programs. One of the Foundation's many purposes is to support education, screening and treatment projects for women around the world. With the success of their October promotion, The Paradies Shops plans on making this "Pink Promotion" an annual October event, now that they know how successful it can be.

"It's great to see the impact companies can have when their employees come up with innovative ideas," said Lester Robinson, CEO of the Wayne County Airport Authority. "Hopefully more employees and companies will take The Paradies Shops as a positive example."

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“One of our employees brought the idea of supporting breast cancer to us and we decided to create a promotion – not only to raise funding for such a worthwhile cause, but also to help raise education and awareness within and outside of our company,” said Bobbi Passavanti, Director of Communications for The Paradies Shops. “Because we had never conducted a promotion such as this before, we weren’t quite sure what to expect; however, we are so pleased to have exceeded our expectations. We not only thank our employee for their great idea, but also our vendors for participating with us in such a worthwhile cause.”

Proclaimed by President Bush in 2002, October has become nationally known as “Breast Cancer Awareness” Month. From the first day of October to the last day of the month, various products, events and activities which help in promoting Breast Cancer Awareness remind women that early detection of breast cancer can mean a better chance of survival.

Lila Hertz, Board President of the Atlanta Chapter for the Susan G. Komen Breast Cancer Foundation, will accept the \$40,000 check from Gregg Paradies, President and CEO of The Paradies Shops on December 13, 2005 – with the entire proceeds going to the Foundation’s breast cancer research efforts.

Established in 1960, The Paradies Shops is a family-owned business operating over 400 stores in over 60 airports and hotel properties across the United States and Canada. The company has been recognized by Airport Revenue News, the airport industry’s leading publication, as the “Best Airport Retailer” for ten consecutive years.

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