



Connecticut Affiliate
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CALLANEN CONTRIBUTES TO SUSAN G. KOMEN FOR THE CURE

NORWALK - November 12, 2008 - Callanen International, a Norwalk-based, global watch company, turned its attention to the local community and raised \$10,250 for the Connecticut Affiliate of Susan G. Komen for the Cure®.

Scott Wolfe, President of Callanen International, presented a check for \$10,250 to Anne Morris, Executive Director of the local Affiliate of Susan G. Komen for the Cure on Friday, November 7 at the DoubleTree Hotel in Norwalk.

The money was raised as part of an ongoing, company-wide initiative to lead the way in corporate social responsibility as well as to encourage employees to increase their personal social awareness.

Callanen management provided a large selection of Nautica, Marc Ecko, Avirex and Helix watches to employees attending its 5th Annual National Merchandiser Seminar, allowing them to purchase the watches at a reduced cost with 100% of the proceeds donated to Komen. The practice of making its watches available to employees at a reduced cost has been a long-standing tradition, but donating the proceeds to charity is a new twist.

"The Komen Connecticut Affiliate is grateful to have Callanen's support in the fight against breast cancer," said Anne Morris. "They have shown how successful a program can be when employees are given the opportunity to contribute to a cause they care about."

Diane Totten, Director of Merchandising for Callanen, organized the seminar which included approximately 75 employees. According to Totten, participants received a double benefit—a great price on the watches while supporting a very worthy cause.

About Callanen Callanen International is a Norwalk, Connecticut, USA-based manufacturer that provides global marketing, brand management, and creative services for Nautica, Marc Ecko, Avirex, and TX brand watches. The company was founded in 1983 and its watches are distributed in over 70 countries around the world.

About Susan G. Komen for the Cure® and the Komen Connecticut Affiliate

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for

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Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.

the Cure and launched the global breast cancer movement. The Connecticut Affiliate of Susan G. Komen for the Cure was established in 1993 to fund research and better the lives of those facing breast cancer in the local community by supporting local organizations that focus on breast health issues and access to care. Seventy-five percent of net proceeds from the Affiliate stay in the community to fund local breast health programs and in 2008 alone, the Affiliate granted \$725,000 to fund breast health programs at organizations throughout Connecticut. Combined with national research dollars, Komen Connecticut has made a \$17 million impact on Connecticut's breast health and the breast cancer movement. For more information, call 860-728-4955 or visit komenct.org.

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