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FOR IMMEDIATE RELEASE

## **SUNBELT BAKERY DONATES \$50,000 TO NATIONAL BREAST CANCER FOUNDATION**

COLLEGEDALE, Tenn. (Nov. 4, 2014) – [Sunbelt® Bakery](#) today announced the company will donate \$50,000 to the [National Breast Cancer Foundation, Inc.® \(NBCF\)](#) after the company surpassed its goal of securing a combined 50,000 new [Facebook® “Likes”](#) and [Twitter® “Followers”](#) for its social media campaign to recognize and honor National Breast Cancer Awareness Month. With this donation, Sunbelt Bakery has now raised more than \$200,000 to help support NBCF and its mission to save women’s lives through education about breast cancer and by providing free mammograms for those in need.

“Breast cancer has become a leading health crisis for women in the United States, and it’s an issue that is near and dear to the heart of our consumers, employees, distributors and their families,” said Jeff Badger, brand director for Sunbelt Bakery. “This is why we are proud to continue our partnership with the National Breast Cancer Foundation, and thanks to the enthusiastic response from our social media campaign, Sunbelt Bakery was able to reach its goal of donating \$50,000 to NBCF and provide needed support to the organization’s efforts to make a real difference in the fight against breast cancer.”

For the past five years, Sunbelt Bakery has partnered with NBCF to conduct a special social media campaign during the month of October as part of the company’s overall effort to promote Breast Cancer Awareness Month. This year, the company agreed to donate \$1 to NBCF for every new [Facebook](#) “Like” or [Twitter](#) “Follower” the company gained during the month-long promotion, up to \$50,000.

“The National Breast Cancer Foundation values its partnership with Sunbelt Bakery, and we are thrilled the company was able to make such a generous donation to our organization,” said Janelle Hail, founder and CEO of the National Breast Cancer Foundation. “The ongoing support from partners like Sunbelt Bakery allows NBCF to carry out its mission to help women now by

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providing help and inspiring hope to those affected by breast cancer through early detection, education and support services.”

According to the National Cancer Institute (NCI), 1 in 8 women will be diagnosed with breast cancer in their lifetime. Since there is no known cure for breast cancer, early diagnosis is a critical factor to surviving a breast cancer diagnosis. In fact, if detected early (in the localized stage), the five-year survival rate of breast cancer exceeds 98 percent. This is why the NCI recommends women age 40 and older should get a high-quality mammogram and have a clinical breast exam on a regular basis as two of the most effective ways to detect breast cancer early.

Badger continues, “I, along with many others in our company, have been touched in some way by breast cancer. It is our hope that this donation will help further the mission of NBCF and ensure those in need have access to life-saving, early detection services so they can beat this disease and enjoy a fulfilling life as a cancer survivor.”

To learn more about Sunbelt Bakery’s commitment to fighting breast cancer or to help raise money for the National Breast Cancer Foundation, please visit Sunbelt Bakery’s Facebook page at [www.facebook.com/SunbeltBakery](http://www.facebook.com/SunbeltBakery) or Twitter page at <https://twitter.com/SunbeltBakery>.

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### **About Sunbelt® Bakery**

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt Bakery brand in 1982. The Sunbelt Bakery brand includes cereal and snack products, including chewy granola bars, fruit and grain cereal bars, and cereals. To learn more about Sunbelt Bakery snacks and cereals, visit <http://www.sunbeltbakery.com>.

### **About the National Breast Cancer Foundation, Inc.®**

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation’s (NBCF) mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. A recipient of Charity Navigator’s highest 4-star rating for ten years, NBCF provides women Help for Today... Hope for Tomorrow® through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF](#) online support community, and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).