

**Media Contacts**

Mike Gloekler
McKee Foods
(800) 251-6346, ext. 22440
Mike.Gloekler@mckee.com

Vince Butler
The Johnson Group
423.290.1470
vbutler@johngroup.com

FOR IMMEDIATE RELEASE

SUNBELT BAKERY LAUNCHES SOCIAL MEDIA CAMPAIGN TO RAISE FUNDS FOR NATIONAL BREAST CANCER FOUNDATION

Sunbelt Bakery will donate \$1 for every new Facebook Like or Twitter Follower during the month of October in honor of National Breast Cancer Awareness Month

COLLEGEDALE, Tenn. (Oct. 1, 2014) – In honor of National Breast Cancer Awareness Month, Sunbelt® Bakery is proud to announce the company has launched its annual social media campaign to help raise funds for the National Breast Cancer Foundation, Inc.® (NBCF). During the month of October, Sunbelt Bakery will donate \$1 for every new Facebook® “Like” and Twitter® “Follower” the company receives, up to \$50,000. This will be the fifth consecutive year that Sunbelt Bakery has partnered with NBCF with the fight against breast cancer and supported its efforts to save lives through early detection and provide free mammograms for those in need.

“Breast cancer is a cause that is near and dear to our hearts as nearly everyone will be touched by this disease at some point in their lives,” said Jeff Badger, brand manager for Sunbelt Bakery. “Sunbelt Bakery is proud to continue its partnership with NBCF and support their efforts to make a meaningful difference in the lives of women and men throughout our country. As one of the leading breast cancer organizations in the world, the NBCF continues to lead the way in providing access to free mammograms to those in need as well as providing help and inspiring hope to those affected by breast cancer through its early detection, educational and other support services.”

According to company officials, Sunbelt Bakery has raised \$160,000 for NBCF, bringing the total given by the company towards the fight against breast cancer to more than \$350,000 during the past five years.

“We are very excited to have Sunbelt Bakery as a strategic partner in the fight against breast cancer for the fifth consecutive year,” said Janelle Hail, founder and chief executive officer of the National Breast Cancer Foundation. “One in eight women will be diagnosed with breast

Sunbelt Bakery Launches Social Media Campaign to Raise Funds for NBCF

cancer at some point in their lifetime. Unfortunately, many women fail to get a mammogram that could have detected breast cancer early and provided a better chance for a successful treatment. With the support of Sunbelt Bakery, we will be able to raise awareness of our organization and our efforts to initiate an open, honest and productive dialogue about the importance of getting an annual mammogram.”

According to American Cancer Society, more than 232,000 women in America will be diagnosed with breast cancer this year and more than 39,600 will die from the disease. In fact, one in eight women will be diagnosed with breast cancer in her lifetime. Breast cancer also affects men as more than 2,200 men in America are diagnosed with breast cancer every year, of which more than 400 of them will die from the disease.

The early detection of breast cancer saves thousands of lives each year. If detected early (in the localized stage), the five-year survival rate exceeds 99 percent, according to the American Cancer Society. Unfortunately, a recent study from the American Cancer Society shows approximately 66.5 percent of women 40 years of age and older reported getting a mammogram in the past two years.

Badger continued, “It is our hope that our social media campaign will help NBCF reach more women than ever before and provide the organization with needed funding so it can continue to provide early detection, education, and support services to women and men affected by this disease, especially to those that could not otherwise afford them.”

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 or Twitter page at <https://twitter.com/SunbeltBakery>.

###

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.