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FOR IMMEDIATE RELEASE

**SUNBELT® BAKERY DONATES \$50,000  
TO NATIONAL BREAST CANCER FOUNDATION, Inc.®**

COLLEGEDALE, Tenn. (Nov. 9, 2015) – [Sunbelt® Bakery](#), maker of delicious granola snacks that have a bakery-fresh taste with no preservatives, announced today that the company will donate \$50,000 to [National Breast Cancer Foundation, Inc.® \(NBCF\)](#) after it completed a special campaign for its new [Bakery Fresh Friends](#) (BFF) rewards club. With this donation, Sunbelt Bakery has raised more than \$250,000 to help support NBCF and its mission to save women’s lives by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services.

“Breast cancer is a widespread disease that touches nearly everyone at some point in their lives,” said Jeff Badger, brand director for Sunbelt Bakery. “We are truly ecstatic about the incredible response our customers had to our ‘Bakery Fresh Friends’ promotion. NBCF continues to be a leading source of support for women in the fight against breast cancer, and we proudly make this \$50,000 donation to support this organization’s efforts to extend women's lives through breast cancer education and by expanding access to early detection services for those in need.”

For the sixth consecutive year, Sunbelt Bakery has partnered with NBCF during the month of October as part of the company’s overall effort to help raise awareness of breast cancer and support NBCF during National Breast Cancer Awareness Month. This year, the company agreed to donate \$5 for every new BFF registration and another \$5 for recruiting others to join its new consumer loyalty program during the month of October, up to \$50,000. BFFs are loyal consumers of Sunbelt Bakery that earn points toward winning free products, special product discounts and other exclusive prizes by sharing the latest news and product information from Sunbelt Bakery on their social media platforms.

## Sunbelt Bakery Donated \$50,000 to NBCF

“We want to thank Sunbelt Bakery, its employees, distributors, and retailers, and consumers across the country for their support and help in making this generous donation possible for our organization,” said Janelle Hail, founder and CEO of the National Breast Cancer Foundation. “Donations like this one are important because they help NBCF fulfill its mission by providing free mammograms and diagnostic breast care services to underserved women across the country.”

According to NBCF, one in eight women will be diagnosed with breast cancer in her lifetime. It is estimated that 220,000 women in the United States will be diagnosed with breast cancer each year — and one fifth of those will die from the disease. In addition, an estimated 2,150 men will also be diagnosed with the disease. When detected early and in the localized stage, the five-year survival rate for breast cancer is 98 percent.

To learn more about Sunbelt Bakery’s commitment to fighting breast cancer, please visit [SunbeltBakery.com](http://SunbeltBakery.com), or find the brand on one of its social media pages: [Facebook.com/SunbeltBakery](https://Facebook.com/SunbeltBakery), [Twitter](https://Twitter) and [Instagram](https://Instagram) at @SunbeltBakery, and on [Pinterest.com/SunbeltBakery](https://Pinterest.com/SunbeltBakery).

To register for Sunbelt Bakery’s new consumer loyalty program — Bakery Fresh Friends — and learn how you can win free products and other exclusive rewards, visit [Sunbeltbakery.socialtoaster.com](http://Sunbeltbakery.socialtoaster.com).

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### **About Sunbelt Bakery**

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt 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 [www.SunbeltBakery.com](http://www.SunbeltBakery.com).

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

Recognized as one of the leading breast cancer organizations in the world, 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 eleven years, NBCF provides women Help for Today...Hope for Tomorrow® through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).