



**Contact:**  
Lorrie Parent  
Director of Marketing and Brand Management  
Polaroid  
952-641-1023  
[lorrie.parent@polaroid.com](mailto:lorrie.parent@polaroid.com)

**POLAROID® AND THE BREAST CANCER RESEARCH FOUNDATION® PRINT PINK**  
*Polaroid Supports The Breast Cancer Research Foundation with  
Pink Polaroid PoGo™ Instant Mobile Printer*

**MINNEAPOLIS, SEPTEMBER 30, 2009** — *Polaroid®* announces a *Polaroid PoGo™* Instant Mobile Printer in pink to support National Breast Cancer Awareness Month beginning October 1<sup>st</sup>. A donation of \$10 from each printer sold on [Polaroid.com](http://Polaroid.com) will be donated to The Breast Cancer Research Foundation (BCRF).

The 2009 *Picture a World Without Breast Cancer* campaign marks the third year Polaroid has partnered with BCRF to create awareness for the important cause. To date nearly \$300,000 has been raised through the sale of a line of pink digital cameras previously offered. This year's pink *Polaroid PoGo* Instant Mobile Printer provides consumers with a fun way to instantly print and share their favorite photos while supporting a worthwhile cause. The Instant Mobile Printer produces 2"x3" full-color photos sent wirelessly from a cell phone or from a digital camera via USB.

"We remain committed to fighting breast cancer through the efforts of BCRF," says Lorrie Parent, Director of Marketing and Brand Management, *Polaroid*. "Our involvement in this cause allows us the opportunity to honor our partners and customers by giving back in a very meaningful and tangible way."

In addition, *Polaroid* will promote breast cancer awareness at the NASCAR Banking 500 race in Charlotte, North Carolina, Saturday, October 16. As proud sponsor of Earnhardt Ganassi Racing with Felix Sabates, Polaroid volunteers will be at-track demonstrating the pink Instant Mobile Printer to race fans throughout the weekend. In addition, a special auction will be conducted for a *Polaroid* fire suit, worn and autographed by driver Juan Pablo Montoya, with 100% of proceeds donated to BCRF.

This year, each pink printer will include on-package promotion of BCRF to broaden awareness for breast cancer. The pink Instant Mobile Printer will sell for \$49.99 on [www.polaroid.com](http://www.polaroid.com) beginning October 1 through December 31, 2009.

**ABOUT POLAROID®**

Globally recognized as a trusted brand for over 70 years, Polaroid is best known for pioneering instant photography. Today, instant photography has been reinvented with the innovative line of Polaroid PoGo™ digital products. In addition, Polaroid is an established brand for LCD TVs, digital cameras, digital photo frames, and more, strengthening its global position as a leading brand for consumer electronics. Polaroid® is a registered trademark of PLR IP Holdings, LLC.

**About The Breast Cancer Research Foundation®**

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2009, nearly \$29 million will be awarded to more than 170 scientists across the United States, Europe and in Australia, Canada, Latin America and the Middle East. BCRF perseveres in directing at least 85 cents of every dollar raised directly to research. And for the eighth consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming over 99.8% of the 5,400 evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit [www.bcrfcore.org](http://www.bcrfcore.org).

#####