



Flower Power for a Cure

Jonäno Daffodil Tees Supporting Breast Cancer Research Are Available at jonano.com

Pittsburgh, PA, September 14, 2006 --(PR.com)-- Jonäno debuts the Daffodil Line in an uplifting show of support for the fight against breast cancer. During October's National Breast Cancer Awareness Month (NBCAM), you can show your own support for breast cancer research while adding a designer touch to your wardrobe. Inspired by the American Cancer Society's Daffodil Days®, Jonäno Daffodil Tees are both stylish and inspired with a positive message: to create a “A World Without Cancer.” Wear your daffodil flower tee to honor someone special, or give one as a gift to brighten the day of someone touched by the disease - all while helping to make the jonäno mission possible.

Breast cancer is the second most common kind of cancer and the second leading cause of cancer deaths among women in the United States. During the month of October, they renew their commitment to making progress in the fight to prevent, detect, treat, and cure this deadly disease. America leads the world in medical research, and Jonäno is committed to support continuing progress in the search for a cure for breast cancer.

One of the first flowers to bloom in the spring, the daffodil is a symbol of hope. Each year during Daffodil Days, fresh daffodils are available to purchase from The American Cancer Society, either in memory of a loved one, to celebrate a cancer survivor, or to promote the hope of a cancer-free future.

Now you can show your support year round!

These limited edition organic cotton tees with artist created daffodil prints are available in both black and nude. The price is just as nice, with each tee going for just \$29.95 - \$10 of which goes to the cancer charity of your choice!

By purchasing one of these organic cotton tees, not only will you be supporting a fantastic cause, but you will also be looking good and feeling positively uplifted.

Here is how it works:

Purchase a Daffodil Line shirt online at <http://www.jonano.com>. Select the cancer research foundation of your choice, and indicate for whom your donation is in honor. Jonäno will donate \$10.00 from each shirt purchased to the charity chosen - its that simple. Current charity organizations that you may choose between are:

1) Breast Cancer Research Foundation

Prevention and a cure in our lifetime, www.bcrfcure.org

The Breast Cancer Research Foundation, founded in 1993 by Evelyn H. Lauder, works to achieve prevention and a cure for breast cancer in our lifetime by providing critical funding for innovative clinical and genetic research at leading medical centers worldwide, and increasing public awareness about good breast health. Since its inception, the Foundation has raised more than \$125 million to support clinical



research at cancer centers across the globe conducting the most advanced and promising breast cancer research into new therapies and genetic links that will help lead to prevention and a cure. In October 2005, the Foundation awarded over \$22 million in new grants to more than 110 researchers across the United States and in Canada, Europe, Latin America, and Israel.

2) Cold Spring Harbor Laboratory

A research and educational institution, www.cshl.edu

Since 1890, Cold Spring Harbor Laboratory has been a private, basic research and educational institution internationally recognized for its educational activities, including an extensive program of scientific meetings and courses that attracts more than 8,000 scientists to the campus each year. Under the leadership of Dr. Bruce Stillman, a member of the National Academy of Sciences and a Fellow of the Royal Society (London), more than 330 scientists at the Laboratory conduct groundbreaking research in cancer, neurobiology, plant genetics, and bioinformatics. Cold Spring Harbor Laboratory is one of eight National Cancer Institute-designated basic research centers in the U.S. and the only such center in the tri-state area.

3) CureSearch National Childhood Cancer Foundation

Collaboration, compassion, research. . .life, www.curesearch.org

CureSearch National Childhood Cancer Foundation (NCCF) and Children's Oncology Group (COG) are partners in the search to cure childhood cancer, each with vital responsibilities concerning research, care, public awareness and fundraising. Our mission is to cure and prevent childhood and adolescent cancer through scientific discovery and compassionate care. At more than 200 COG member institutions worldwide, our dedicated physicians, nurses and scientists are conducting clinical trials and performing research to identify cancer causes and pioneer treatments and cures. CureSearch NCCF supports this lifesaving research by raising public awareness and funds through awareness, legislative and fundraising programs, which directly contribute to increasing survival rates.

written by Bonnie Siefers

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ecoKashmere trademark application pending.

Comfort with Benefit trademark application pending.

EcoScrub trademark application pending.

Headquartered in Pittsburgh, PA, Jonäno™ is one of the few scrub companies on Earth specializing in eco-friendly fabrics and sustainable business practices.

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