



FOR IMMEDIATE RELEASE

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**Premier Favor Designer KateAspen to Sponsor
Young Survival Coalition's Tour De Pink Atlanta**

Atlanta, GA, September 25, 2009—Kate Aspen, a leading designer and manufacturer of wedding favors and gifts and baby shower favors, has signed on as a sponsor for the Young Survival Coalition's Tour de Pink Atlanta, as part of the company's In Favor of a Cure™ initiative.

The fund-raising bike ride on October 17 will benefit the Atlanta Chapter of Young Survival Coalition the foremost international organization dedicated to the critical issues unique to young women suffering the effects of breast cancer. YSC works with survivors, caregivers and the medical, research, advocacy and legislative communities to increase the quality and quantity of life for these women.

Some Kate Aspen employees are biking while others will staff the rest stops throughout the northern suburbs of Atlanta, where the company is based. Kate Aspen is also donating favors for event gift bags. Along with participation in this inaugural, local event for the metro Atlanta chapter of YSC, Kate Aspen provides ongoing support for national YSC through its Pink Ribbon Collection—three pink ribbon-inspired favors which include a favor box, a photo frame and an eco-friendly, plantable favor. These meaningful favors launched two years ago as part of their In Favor of a Cure™ initiative. Kate Aspen donates ten percent of proceeds from the sale of these favors to YSC.

Kate Aspen president and CEO Jennifer Fallon notes, “Kate Aspen is a female-owned, female-focused business with women in 80% of upper management roles and 85% of staff, so women's issues—especially breast cancer—have a profound, personal effect on our organization. We're especially proud that our favors can have such a positive impact for YSC.”

About Kate Aspen

Kate Aspen is a leading designer and manufacturer of favors and gifts for weddings and baby showers. The company attributes its success to its focus on practical, affordably priced, beautifully packaged favors. In 2009, Kate Aspen president and CEO Jennifer Fallon was named an Entrepreneur of the Year by Ernst & Young.

For more information about In Favor of a Cure™, the Pink Ribbon Collection, please visit the YSC online store at www.ysc.theaspenshops.com. For more information about the Tour de Pink, Young Survival Coalition and its mission, visit their Web site at www.YoungSurvival.org. For photos or an interview with Jennifer Fallon, please contact Donna Laurent at 678.282.0053 ext. 745 or dlaurent@TheAspenBrands.com.