



FROM: The Maurer Foundation for Breast Health Education

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PRESS RELEASE

Mineola, NY July, 2009: The Maurer Foundation for Breast Health Education launched an integrated rebranding operation to better represent the organization while educating about the importance of individual roles in early detection of breast cancer.

The new marketing material and website, which launched July 7th, has an impactful message: "Your Wellness is in Your Hands" pertaining to taking an active stance in early detection.

"Our main focus is empowerment through education," said Libby Zimmer, executive director. "The emphasis on the hand symbolizes support, action, a pledge to keep up with healthy lifestyle habits. Perhaps most importantly, it states that The Maurer Foundation will supply the knowledge but early detection starts with you."

As part of the campaign The Maurer Foundation is focusing on the most powerful tool in early detection, the hand. The campaign created a universal look and appeal which ties into an important principle at The Maurer Foundation: breast cancer is a non-discriminate disease that can affect anyone.

The website, www.maurerfoundation.org, visually features an updated, clean interface with a refreshed logo and cohesive look, consistent with the print material. The website will feature new interactive tools such as blogging and an alarm clock that sends reminder for practicing early detection methods via text messaging, email or through an outlook calendar. A new, "ask us" column will feature real time responses to questions from site visitors by Dr. Maurer, experts in related fields, and The Maurer Foundation's certified staff.

"The rebranding campaign was developed to bring the message to a greater number of people. The organization is working hard to keep delivering a vital message in a constantly evolving market" says Jim Peragino of Planet Logic the new website developer. "Our goal was to create a tool that is an extension of the Foundation's breast health programs and an interactive forum in which men and women can ask questions, share their experiences and receive guidelines."

For more information about the Maurer Foundation and their education programs please visit maurerfoundation.org or call Morgan Evans at 516-535-5370

About The Maurer Foundation

The Maurer Foundation is the only breast health education foundation whose mission is dedicated exclusively to the prevention and early detection of breast cancer. The foundation has educated hundreds of thousands of individuals in schools, community organizations and businesses. Through its outreach, the foundation's programs are aimed at dispelling myths and minimizing fears about breast cancer while filling the critical knowledge gap that exists about maintaining breast health.



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breast health education