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**FOR IMMEDIATE RELEASE**

**THE OUTLET SHOPS OF GRAND RIVER LAUNCHES  
“SHOP PINK AND SAVE”**

*Shopping Destination to Donate 100% of Bonus Card Sale Proceeds to Susan G. Komen for the Cure  
During October’s National Breast Cancer Awareness Month*

**LEEDS, Ala. (September 15, 2011):** The Outlet Shops of Grand River, a distinctive outlet shopping destination featuring more than 65 designer and brand name outlet stores located minutes from Downtown Birmingham, announces today the launch of its Shop Pink and Save bonus card program, a month-long fundraising effort running through October’s National Breast Cancer Awareness Month.

Beginning Monday, September 19 to Monday, October 31, The Outlet Shops of Grand River customers will be able to visit Guest Services to purchase Shop Pink and Save Bonus Cards for \$2.00 each. Upon presentation of a bonus card at a participating merchant beginning Saturday, October 1 through Monday, October 31, shoppers will receive additional savings of up to 25 percent at stores including leading designer and top name brands DKNY, dressbarn, Jockey, maurices, Polo Ralph Lauren Factory Store, Tommy Hilfiger Company Store, VF Outlet and Wilson’s Leather Outlet, among many more. All proceeds from the sale of the cards will be donated to Susan G. Komen for the Cure’s North Central Alabama affiliate.

“We’re pleased to join the fight against breast cancer to find a cure while offering our thousands of shoppers an additional savings opportunity,” said Jamie Robinson, marketing manager, The Outlet Shops of Grand River. “We thank our generous family of merchants for their participation who each know that advocating for women’s health never goes out of style.”

The shopping destination will also recognize October's National Breast Cancer Awareness Month offering shoppers "Survivor Parking Only" parking spaces along with the opportunity to register for Susan G. Komen for the Cure's Race for the Cure event which will be held Saturday, Oct. 15.

Shop Pink and Save Bonus cards will be on sale beginning Monday, September 19 and a complete list of participating merchants is available at The Outlet Shops of Grand River Guest Services office and online at [www.shopsograndriver.com](http://www.shopsograndriver.com)

### **About Susan G. Komen for the Cure North Central Alabama Affiliate**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. The North Central Alabama Affiliate of Komen for the Cure is working to better the lives of those facing breast cancer in the local community. They join more than a million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen North Central Alabama Race for the Cure®, the North Central Alabama Affiliate has invested over \$4 million in community breast health programs in 38 counties in north central Alabama. Up to 75 percent of net proceeds generated by the Affiliate stays in north central Alabama. The remaining income goes to the national Susan G. Komen for the Cure Grants Program to fund research. For more information, call 205.263.1700 or visit [www.komenNCAlabama.org](http://www.komenNCAlabama.org).

### **About The Outlet Shops at Grand River**

Located at Exit 140 along the I-20 corridor between Birmingham and Atlanta in Leeds, Ala., The Outlet Shops at Grand River features more the 65 leading designer and brand-name stores including Banana Republic Factory Store, DKNY, Guess Factory Store, Kenneth Cole, Justice, Nine West Outlet, Nike Factory Store and Tommy Hilfiger Company Store, among many more, which offer savings up to 65 percent off regular retail prices every day. For more information about The Outlet Shops of Grand River including a complete store directory, shopping hours and driving directions, please visit [www.shopsograndriver.com](http://www.shopsograndriver.com).

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