

### About Breast Cancer Awareness Month

October is National Breast Cancer Awareness Month, or NBCAM. In 1985, the American Cancer Society and a breast cancer medication company created NBCAM to promote mammography and early breast cancer detection. Today, organizations across the country launch campaigns that support breast cancer awareness and breast cancer fundraising.

### Our Campaign



Jamba Juice is launching its third annual Sip for Hope Campaign to promote National Breast Cancer Awareness Month. During the campaign, Jamba Juice will collect in-store donations that will support the National Breast Cancer Foundation, Inc.

Donating customers will receive:

- Exclusive coupons valid through the month of October
- A pledge card that they can sign and put on display in the store

### About the National Breast Cancer Foundation

- 🎀 The NBCF is one of the leading breast cancer charities in the world.
- 🎀 It is an 11-year recipient of Charity Navigator's highest four-star rating.
- 🎀 It provides women in all 50 states with free mammograms to promote early detection.
- 🎀 It offers education and support programs to women affected by breast cancer including, Beyond the Shock, Early Detection Plan and MyNBCF online support community.

### More About Breast Cancer

This year, doctors expect to diagnose 292,130 new cases of breast cancer, and 40,290 women with breast cancer are expected to die. When detected early, breast cancer has a five-year relative survival rate of 100%.

At the beginning of the year, there were 2.8 million women in America with a history of breast cancer.

One in eight American women will be diagnosed with breast cancer in her lifetime.

Breast cancer affects our families and our community. Help promote National Breast Cancer Awareness Month to help save lives.



## Jamba Juice Sip for Hope Campaign News Release

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### Jamba Juice Supports Breast Cancer Awareness Month with Third Annual Sip for Hope Campaign

This October, Jamba Juice is launching its third annual Sip for Hope Campaign to promote National Breast Cancer Awareness Month. During the campaign, Jamba Juice will collect in-store donations that will support the National Breast Cancer Foundation, Inc. Donating customers will receive exclusive coupons valid through the month of October and a pledge card that they can sign and put on display in the store.

A proud supporter of “Team Up for a Healthy America,” Jamba Juice works with consumers, communities and other businesses to promote health and wellness in America. So, during the month of October, the company will direct these efforts toward promoting awareness about breast cancer, the second most common cancer among American women. The NCBF works to provide to women across the country with help for today and hope for tomorrow through free mammograms and breast cancer education and support services.

One in eight women will develop breast cancer over the course of her lifetime, and an estimated 292,130 cases will be diagnosed in 2015. With early detection, breast cancer mortality rates can be next to zero. The Sip for Hope Campaign promotes awareness and stresses the importance of early detection to ultimately save lives. “We are proud to support such a special cause that affects both the Jamba family and the greater community,” says Julie S. Washington, senior vice president of the Jamba Juice Company.