

## **Innovative Pink Ribbon products to boost Breast Cancer Research fundraising**

*Breast Cancer is one of the top 10 causes of death for women in the United States. Breast Cancer Research support is more important today than ever before. Attractive products can help fundraising groups raise money and awareness for this important cause.*

Rancho Palos Verdes, November 14, 2008 – The Creative Idea Shop™ has launched a new series of unique Pink Ribbon products – [Pink Ribbon Calendar Popcorn Greetings®](#). Fundraising groups can now take advantage of this new and innovative item to raise money in the fight against Breast Cancer. “Practical fundraising products sell anytime. Calendar Popcorn Greetings® are a combination of a practical item and a fun and inspirational gift, an affordable fundraising merchandise for buyers to either keep or give away to friends and family” explains Susan Placek, owner of the company.

Calendar Popcorn Greetings® contain organic microwave popcorn and the cardstock sleeve unfolds into a 3-sided desktop calendar (6 inch x 4 ½ inch), after the popcorn bag has been taken out. Supporters can choose from 4 different designs with shades of pink as dominating colors and inspirational or fun quotes. More designs will be offered in the near future. Like all other products of the company’s line of merchandise, Calendar Popcorn Greetings® can be ordered fully customized for special events or charities.

### About The Creative Idea Shop™

The Creative Idea Shop™ is a Southern California based innovative woman business, started in 2006 by Susan Placek, a former Master Pastry Chef and Artist, who decided to retire from cakes and pastries after 20 years, and to start a new venture as graphic designer with a new business in the gift industry. Her new company specializes in unique greetings and notes for occasions throughout the year, postcards, souvenirs, gifts, favors, promotional items and fundraising products containing shelf stable foods and computer mouse pads.

More information about Pink Ribbon Calendar Popcorn Greetings® is available online at <http://www.popcornGreetings.com/pink-ribbon-calendar>. Orders are welcome via phone at 1-310-897-3931 or e-mail at [tcis@cox.net](mailto:tcis@cox.net).

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### Contact Information

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