***** MEDIA ADVISORY *****

KOMEN ORANGE COUNTY AFFILIATE AND COLDWATER CREEK INVITES LOCAL WOMEN TO *"TRY IT ON FOR THE CURE®"*

Proceeds from the One Day, Fashion-Based Fundraiser at Coldwater Creek Stores to Benefit the Orange County Affiliate of Susan G. Komen for the Cure®

COSTA MESA, Calif., April 9, 2009 – The Orange County Affiliate of Susan G. Komen for the Cure and Coldwater Creek, the national leading retailer of quality fashion for women, presents "Try It On for the Cure®" on Sunday, April 19, to raise money in the fight against breast cancer. This fashionable fundraiser encourages women to stop in to any Coldwater Creek location throughout Orange County (Santa Ana, Costa Mesa, Seal Beach or Mission Viejo) and try on clothes and accessories as a fun and easy way to help end breast cancer forever. Proceeds will benefit the Komen Orange County Affiliate to fund groundbreaking breast cancer research and breast health programs helping underserved women in the local community.

No purchase is necessary to participate in "Try It On for the Cure®". For every woman who enters a dressing room and tries on any apparel from Coldwater Creek's extensive collection any Coldwater Creek location within Orange County on April 19, Coldwater Creek will donate $1 to the Komen Orange County Affiliate. For those who choose to make an in-store purchase during the one-day fundraiser, the retailer will also donate 10 percent of the day's sales to the Komen Orange County Affiliate.

WHAT: Coldwater Creek Try It On for the Cure®
Benefiting the Orange County Affiliate of Susan G. Komen for the Cure

WHEN: Sunday, April 19

WHERE: Coldwater Creek stores in Orange County:
Westfield Main Place – 2800 N. Main Street, Santa Ana 92705
South Coast Plaza – 3333 Bear Street, Costa Mesa 92626
Shops at Rossmoor – 12191 Seal Beach Blvd., Seal Beach 90740
The Shops at Mission Viejo – 482 The Shops at Mission Viejo, Mission Viejo 92691

CONTACT:
Inez Be / HKA, Inc.
714-426-0444
inez@hkamarcom.com

Sonia Aujla / Komen Orange County Affiliate
714-957-9157
saujla@komenoc.org

About Coldwater Creek
As a leading retailer of casual fashion, the company offers its colorful, comfortable clothes in misses, petites, and women's sizing at over 300 stores across the country, through catalogs and online at coldwatercreek.com . Coldwater Creek is in its fourth year as a National Sponsor of the Susan G. Komen Race for the Cure® Series and during that time has donated more than $4.6 million to Komen.

About Susan G. Komen for the Cure
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. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Through events like the Komen Race for the Cure, nearly $1 billion has been invested to fulfill that promise, making Komen for the Cure the world's largest source of nonprofit funds dedicated to fighting breast cancer.

For more information on the Orange County Affiliate of Susan G. Komen for the Cure, please visit www.komenoc.org or call 714-957-9157.

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