

Outlets raise \$20,000 for breast cancer

BALTIMORE — Following the launch of its Operation Shop Pink bonus card program, a shopper incentive and fundraising initiative held during October's National Breast Cancer Awareness Month, Prime Outlets — Queenstown has announced the shopping destination raised more than \$20,000 for The Breast Cancer Research Foundation (BCRF), a figure which contributes to a total donation of \$342,314.68 by all Prime Outlets shopping centers across the U.S. and Puerto Rico.

Operation Shop Pink, which began Sept. 15, 2009, invited Prime Outlets — Queenstown shoppers to purchase Shop Pink Bonus Cards in the amount of \$2.00 each. Upon presentation of a card at participating merchants including leading designer and name-brands such as Coach, J.Crew, Michael Kors and Juicy Couture, shoppers were treated to additional savings of up to 25 percent off a purchase from Oct. 1-31.

“With a portfolio-wide fundraising goal originally set at \$50,000, our Operation

Shop Pink program was indeed a tremendous success,” said Prime Outlets — Queenstown Marketing Manager Jackie May. “We are especially grateful to our merchants and shoppers who took part in our bonus card program.”

The Breast Cancer Research Foundation will use the donation to fund one entire research project.

The specific grant will be announced in October at their symposium and luncheon at The Waldorf Astoria in New York City.

