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Prime Retail launches fundraising campaign for breast cancer

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Prime Retail, a Baltimore-based real estate company that owns 21 outlet shopping centers across the country, is launching a new initiative designed to raise money for breast cancer research.

The company is launching its Operation Shop Pink Bonus Card at each of its properties.

Shoppers will be able to buy a discount card for \$2 each, starting Sept. 15. All of the proceeds from the sale of the cards will go toward the Breast Cancer Research Foundation.

Participating retailers will also offer shoppers savings of up to 25 percent off their purchases during Breast Cancer Awareness Month, which takes place every October.

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