



FOR IMMEDIATE RELEASE

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**7TH ANNUAL CUPCAKES FOR A CAUSE[®] WEEK
SUPPORTS CHILDREN AFFECTED BY CANCER**

Bredenbeck's Bakery is making life a little sweeter for kids affected by cancer

PHILADELPHIA (Chestnut Hill), PA—From September 20 - 26, 2010, Bredenbeck's Bakery and hundreds of other leading bakeries across the country will team up with national nonprofit organization, CancerCare, for the seventh annual Cupcakes for a Cause[®] Week supporting children affected by a cancer diagnosis. September is Childhood Cancer Awareness Month.

Bredenbeck's Bakery will be one of over 650 participating locations, including gourmet bakeries as well as grocery and convenience stores, in the week-long event. For each cupcake sold, Bredenbeck's will donate 10 cents to CancerCare for Kids[®], a program that provides free, professional support services to children affected by cancer.

Cupcake flavors include: Carrot Cake, Red Velvet, Chocolate Raspberry, Turtle, Cotton Candy, Elvis (peanut butter and banana), Pumpkin Pound and many more. Last year's event raised nearly \$100,000 for CancerCare for Kids.

"We are thrilled to be part of Cupcakes for a Cause and urge everyone in Philadelphia to treat themselves—and help a great cause—this week," said Karen Boyd-Rohde, owner of Bredenbeck's Bakery.

"Cupcakes for a Cause is a great way to have a treat while helping children affected by this devastating illness," said Helen Miller, Chief Executive Officer of CancerCare. "Children diagnosed with cancer, and those who have a parent or sibling with cancer, face very difficult emotional questions and concerns that most kids their age don't have. Our oncology-trained professional social workers help children understand cancer, talk about their feelings, and become less afraid."

A complete list of bakeries participating in the week-long event in the Philadelphia area and nationwide can be found at www.cupcakesforacause.org. And starting September 1, anyone visiting the website can help raise awareness and additional funds for the program by creating their own virtual e-Cupcake and sending it to a friend. Cupcakes for a Cause presenting sponsor, hair styling brand göt2b, will donate \$1 to *CancerCare* for each of the first 10,000 e-Cupcakes sent.

Additionally, families, community groups and businesses can support the program in a homemade way by hosting their own bake sale and donating the proceeds. People interested in hosting a bake sale can visit www.cupcakesforacause.org to download a Bake Sale Toolkit, sponsored by göt2b.

For more information about *CancerCare* for Kids, which provides free professional support services - age-appropriate counseling, financial assistance, education and practical support – to children affected by a cancer diagnosis, whether their own or that of a loved one, visit www.cancercaresforkids.org.

About *CancerCare* and *CancerCare* for Kids

CancerCare is a national non-profit organization founded in 1944 that provides free professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. Children and teens affected by cancer have special needs and concerns. *CancerCare* for Kids offers practical support, education and advice to parents, and counseling to children and teens to help them understand cancer. All services are provided by professional oncology social workers and are completely free of charge. For more information, call 1-800-813-HOPE (4673) or visit www.cancercares.org.

About Bredenbeck's Bakery

A Philadelphia tradition since 1889, Bredenbeck's Bakery creates its delicious cookies, cakes, pies and pastries from scratch, using the finest all-natural ingredients. Located in the heart of Philadelphia's Chestnut Hill, Bredenbeck's is famous for its delicious butter cookies, fancy miniatures and gourmet wedding cakes, all baked on premises. Visit www.bredenbecks.com, call us at 215-247-7374, or stop on by to taste for yourself! Our historic shop is located at 8126 Germantown Avenue, Philadelphia, PA 19118.

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