



FOR IMMEDIATE RELEASE

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RITEMADE PAPER CONVERTERS, INC. UNVEILS PLAN TO RAISE FUNDS IN SUPPORT OF NATIONAL BREAST CANCER AWARENESS MONTH

Kansas City, KS In support of the 25th anniversary of **National Breast Cancer Awareness Month** in October, **RiteMade Paper** announced that it will offer for sale **Pink Ribbon Thermal Receipt Paper** to qualified dealers, distributors and retailers. Orders can be placed now through July 30, 2010. All orders will ship in early September. From the proceeds of every case sold, five dollars will be donated to **The American Cancer Society¹** and earmarked for **Making Strides against Breast Cancer²**. **Making Strides** helps people get well, stay well, find cures and fight back against breast cancer.

RiteMade employee, Kelly Brown's mother was diagnosed with breast cancer at age 44. Throughout her mother's seven-year fight against breast cancer, *The American Cancer Society* was instrumental in her family's search for treatment options. Sadly Kelly's mother, Carol, lost her battle to cancer. Early detection would have made a difference in diagnosis, treatment and life expectancy.

"My family is very appreciative for the support and guidance provided to us by *The American Cancer Society*. My story is one of many in the RiteMade family of employees, customers and vendors. For these reasons, RiteMade aims to promote Breast Cancer Awareness through Early Detection and has selected *The American Cancer Society* as the recipient of donations received from the sale of **Pink Ribbon Thermal Receipt Paper**", stated Mrs. Brown who handles Sales Support at RiteMade. **Stephen Schwartz, President and CEO** added, "We are extremely proud to be able to support the *Making Strides* program and commend Kelly for developing this unique way to raise funds that are critical to this fight".

Dealers, distributors and retailers wishing to participate in this fundraiser by pre-ordering **Breast Cancer Awareness - Early Detection Saves Lives, Pink Ribbon Receipt Paper** can contact **Kelly Brown** at **877-541-2912** or via e-mail at kbrown@ritemade.com for more information.

To learn more about Breast Cancer Awareness and Early Detection, and for links to **The American Cancer Society Making Strides Events** and **NBCAM**, visit www.ritemade.com and click on the news link.

The **National Breast Cancer Awareness Month program** is dedicated to increasing public knowledge about the importance of early detection of breast cancer. Fifteen national public service organizations, professional associations, and government agencies comprise the Board of Sponsors, who work together to ensure that the NBCAM message is heard by thousands of women and their families. (www.nbcam.org)

RiteMade Paper is a converter of small paper rolls for business machines. RiteMade is a 100% employee owned company with manufacturing plants and full line warehouses in Kansas City, KS; Richmond, CA; and Fredericksburg, VA. RiteMade offers plain or printed carbonless, thermal, bond, Security Enhanced and 40% Post-Consumer Waste products. For detailed information, please visit the RiteMade web site at www.ritemade.com

¹The \$5.00 donation is generated through an add-on to the unprinted cost which also covers RiteMade's cost to produce and distribute this product.

²The American Cancer Society - <http://makingstrides.acsevents.org>

**RiteMade is Now Taking Pre-Orders for
Pink Ribbon Receipt Paper**

3 1/8" X 220' Thermal 50 Rolls / Case
Now through July 30, 2010
Orders ship Early September

From the sale of every case purchased,
\$5.00 will be donated to
The American Cancer Society
Making Strides Against Breast Cancer
in your company's name.

20 Case Minimum
\$5.00 donation is generated through a \$10
add-on to your unprinted cost which also covers
RiteMade's cost to produce & distribute this product.

Contact Kelly Brown
RiteMade Paper National Dealer Sales Office
877-541-2912 kbrown@ritemade.com

Breast Cancer Awareness



Early Detection Saves Lives

RiteMadeTM
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