



WARRIORS IN PINK

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NEWS

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FORD AND NECESSITIES BAG PARTNER WITH TOP CANCER CENTERS AND HOSPITALS TO PROVIDE BREAST CANCER PATIENTS WITH INVALUABLE RESOURCES

- Breast cancer patients at the **Revlon/UCLA Breast Center** in Los Angeles, Calif., **Sutter Cancer Center** in Sacramento, Calif., **Evanston Northwestern Hospital** in Evanston, Ill. and **New-YorkPresbyterian** in New York, N.Y., will receive a free tote filled with resources for wound care, hygiene and personal comfort during October, Breast Cancer Awareness Month
- Maureen Lutz, breast cancer survivor and founder of the Necessities Bag™ and several doctors are partnering together to bring this resource to mastectomy patients. Lutz was named a Ford Warrior of the Week in 2006 and was featured on ABC's "The View."

DEARBORN, Mich., October XX, 2007 – Mastectomy patients at four top hospitals and breast centers throughout the country will receive a free resource kit funded by Ford to help them through their surgeries during October, Breast Cancer Awareness Month. The hospitals will provide mastectomy patients with the Necessities Bag™, a tote filled with essentials for wound care, hygiene and personal comfort as well as *The Necessities Woman to Woman Guide to Prepare for Mastectomy*©, a pamphlet of practical tips about managing the hospital stay and how-to plan for homecoming. The bags are funded to the hospitals and breast centers through Ford Warriors in Pink, a program that increases breast cancer awareness and supports Susan G. Komen for the Cure.

Included in the Necessities Bag to help manage personal care after a mastectomy, with or without reconstruction, are such items as cotton undershirts, a comfort pillow, bandages, pre-moistened towelettes and lip balm. The Necessities Bag was created by Maureen Lutz, a breast cancer survivor from Ridgefield, Conn., who was honored as a “Warrior of the Week” by Ford in 2006 on ABC’s “The View” for her efforts in creating the organization.

“I created the Necessities Bag based on my own experience with breast cancer surgery,” said Maureen Lutz, founder of Necessities Bag. “The idea was to help other women facing mastectomies by giving them control over their experience and preparing them for the unexpected. I receive an unprecedented amount of support for this program from women, men, doctors and nurse practitioners all across the country.”

The Necessities Bags assembled by hospital volunteers, will be given to mastectomy patients at their pre-op appointment throughout October. Lutz will visit the hospital during October to thank and invigorate volunteers to continue the distribution by becoming a Necessities Bag affiliate hospital. The Necessities Bags are currently distributed in other hospitals and breast centers throughout Connecticut, New Jersey and New York. Start-up affiliates have launched in cities throughout California, as well as in Indiana, Illinois and Texas.

In addition to Necessities Bag, Ford has supported Komen for the Cure for 13 years and has dedicated more than \$90 million in cash and in-kind donations to save lives and end breast cancer forever. Last year, the line of apparel and gear generated more than \$1.1 million in sales, with all net proceeds going to Komen.

“We couldn’t think of a better opportunity than continuing our relationship with Maureen to provide the Necessities Bag to additional hospitals,” said Connie Fontaine, Ford Customer Experience Manager. “Ford was proud to name her Warrior of the Week in 2006 and we look forward to watching her program grow across the country.”

Launched in 2006, the Ford Warriors in Pink campaign recognizes the strength and courage it takes to deal with the everyday challenges of fighting breast cancer. The Warriors in Pink collection of apparel for men and women feature important symbols signifying the message of hope, strength and unity in the commitment to the fight against breast cancer. Three new Warrior symbols debuted this year, representing

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the Warrior spirit in each one of us, from power and courage to strength and compassion. These new symbols will be found on additional apparel items available for men and women.

About Necessities Bag

The Necessities Bag™ is 501 (c) (3) organization based in Ridgefield, Conn., that provides The Necessities Bag™ to mastectomy patients exclusively through a surgeon, nurse, or hospital breast cancer support center. The reusable tote is filled with bandages and essentials for wound care, hygiene and personal comfort. *The Necessities Woman to Woman Guide to Prepare for Mastectomy*© offers practical information for women as well as their concerned caregivers to navigate pre-surgical turmoil and anticipate the challenges of homecoming. The Necessities Bag organization relies solely on donations as mastectomy patients are given the bag free of charge. The organization has established affiliates in Sacramento, Chula Vista and Santa Barbara, Calif.; Fort Wayne, Indiana; Houston, Texas; and Auburn, N.Y. The national office in Ridgefield, Conn., provides the totes to women in hospitals throughout Connecticut and Long Island, N.Y.

Ford Motor Company

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