

## THE ESTÉE LAUDER COMPANIES' 2011 BREAST CANCER AWARENESS (BCA) CAMPAIGN GLOBALLY LAUNCHES FIRST-EVER BCACAMPAIGN.COM AND "SHINE A LIGHT ON BREAST CANCER" SOCIAL MEDIA PROGRAM

### THE BCA CAMPAIGN DIGITALLY CONNECTS AUDIENCES AROUND THE WORLD TOGETHER FOR FUTURE FREE OF BREAST CANCER

[EMBARGOED UNTIL OCTOBER 3 2011]

NEW YORK, NY, SEPTEMBER 27, 2011 – The 2011 Estée Lauder Companies' Breast Cancer Awareness (BCA) Campaign connects with new audiences worldwide by launching BCACampaign.com, its first-ever website to serve as a global destination for news, worldwide event information and tips on breast health and healthy living. The BCA Campaign will also further expand its global digital reach by kicking-off its "Shine A Light on Breast Cancer" social media program, inviting individuals all over the world to share personal messages of hope and inspiration. Both initiatives will support The 2011 BCA Campaign's theme: "Together. Connect. Communicate. Conquer. For A Future Free of Breast Cancer." a compelling call-to-action that emphasizes the power of millions of people joining together around the world with one voice to communicate the all-important message that early detection saves lives.

Mrs. Evelyn Lauder, Senior Corporate Vice President of The Estée Lauder Companies, stated "This year, The BCA Campaign took its important breast health awareness message to new heights through a multi-faceted, exciting and provocative digital program. Our first-ever global website, combined with our "Shine a Light on Breast Cancer" social media program translates into a new and inspiring High-Touch vehicle to encourage women and men from all corners of the globe to come together to rid the world of a disease that has no boundaries, for a future free of breast cancer."

James Gager, Senior Vice President, Group Creative Director of M·A·C, La Mer, Jo Malone Worldwide and Creative Director of The 2011 BCA Campaign said "I believe the essence of this year's campaign is that together, women globally can help conquer, connect and communicate the importance of breast cancer awareness. BCACampaign.com gives us a global destination for that message, which undoubtedly, will help save that many more lives."

The launch of BCACampaign.com represents a milestone for The BCA Campaign, as it will function as the first evergreen hub of information to educate audiences worldwide about the history, breadth and key objectives of the Campaign, along with essential facts about breast cancer and the importance of healthy living. BCACampaign.com will engage viewers in the Campaign's efforts, with in-store P.A.s and press events with Evelyn Lauder and Elizabeth Hurley, Estée Lauder and BCA Campaign Spokesmodel, plus landmark illuminations from around the world, will be showcased on the site. BCACampaign.com will also enable visitors to join the Campaign's mission and learn ways in which they can improve their health, help others understand the importance of early detection and how to support research, with an opportunity to donate to The Breast Cancer Research Foundation® ([www.bcrfcure.org](http://www.bcrfcure.org)).

The 2011 BCA Social Media Campaign invites people to take virtual action in lighting the world pink. Themed: "Shine A Light on Breast Cancer," the effort will center around a global application that will live on the Campaign's dedicated Facebook page (BCA Campaign). The Facebook application builds upon The BCA Campaign's Global Landmark Illuminations Initiative, which began in 2000 and through which, more than 200 prominent landmarks are lit in bright pink lights as symbols of hope and empowerment each year. The Facebook application also invites audiences to engage in a global dialogue about breast cancer



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by sharing messages of hope and inspiration. As millions of women and men around the world join together through their digital messages, a global map will begin to virtually illuminate the world pink. Audiences can also participate in the campaign by viewing and commenting on images of the many prominent landmarks that The BCA Campaign will illuminate in every corner of the globe during Breast Cancer Awareness Month. Supporting the campaign will be a global Twitter channel (@BCACampaign), a Foursquare check-in program, and a partnership with StyleHaul, the first global online video network dedicated to fashion and beauty on YouTube as well as a partnership with Jamie Beck, the photographer behind FromMe-To You.

"This year's social media campaign for BCA enables us to grow the vital connection between social media and our most important corporate social cause," noted Marisa Thalberg, Vice President, Corporate Digital Marketing for The Estée Lauder Companies. "We have centered this program in Facebook as the world's leading social channel to maximize global participation, but with extensions in other top social channels around the world as well. We hope that through the simple act of sharing a message, everyone can feel empowered to play a part in helping us 'light the world pink' to raise awareness."

The BCA Campaign will launch its "Shine A Light on Breast Cancer" social media program through an Online Press Conference with Elizabeth Hurley for online media and bloggers on Tuesday, September 27th. Footage from the online event will be showcased on The BCA Campaign's worldwide Social Media channels throughout the month of October.

#### **THE ESTÉE LAUDER COMPANIES INC.**

The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The Company's products are sold in over 150 countries and territories under the following brand names: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, M-A-C, Bobbi Brown, Tommy Hilfiger, Kiton, La Mer, Donna Karan, Aveda, Jo Malone, Bumble and bumble, Darphin, Michael Kors, American Beauty, Flirt!, GoodSkin Labs, Grassroots Research Labs, Sean John, Missoni, Daisy Fuentes, Tom Ford, Coach, Ojon, Smashbox and Ermenegildo Zegna.

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