



DID YOU KNOW?



Pink Ribbons have gone viral: In October 2008, close to **8 million** people, roughly the population of New York City, were poked with the BCA Pink Ribbon through Facebook around the world.

In 2009, The Estée Lauder Companies' **Pink Ribbons** will be made completely from **recycled materials**.

Pink Ribbon

■ In 1992, Evelyn H. Lauder co-created the Pink Ribbon with *SELF* magazine and today it has become the worldwide symbol for breast health. It was originally pale pink but was changed to hot pink in 2003!

Stretched the Distance

■ By October 2009, more than **85 million Pink Ribbons** will have been distributed by The Estée Lauder Companies' Breast Cancer Awareness Campaign. If each ribbon (13 cm.) was stretched in length, it would equal more than the distance from the Empire State Building in New York City (illuminated in 2000) to Beijing's Legation Quarter in China (illuminated in 2008).

Illuminations

■ In October 2009, The Estée Lauder Companies celebrates the 10th Anniversary of its Global Landmark Illumination Initiative. The **oldest** landmark illuminated is The Arena in Verona, Italy, built in 30 A.D. The **tallest** landmark illuminated is the Taipei 101 Tower, which stands 1,671 feet tall. One of the **most famous** landmarks illuminated is the Leaning Tower of Pisa, considered one of the Seven Wonders of the Medieval World.

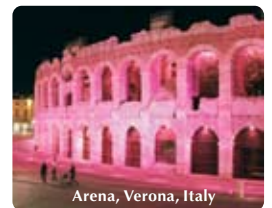


Coined

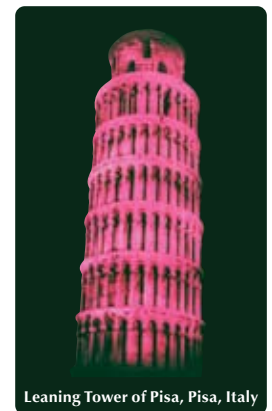
The First Lady of Panama, Mrs. Vivian Fernández de Torrijos, was instrumental in the creation of a special-edition Pink Ribbon currency in Panama.



Taipei 101, Taipei, Taiwan



Arena, Verona, Italy



Leaning Tower of Pisa, Pisa, Italy