



Eagle Creek Supports Breast Cancer Research Foundation

Helping Create Awareness and Fundraising

San Diego, Ca. (October 6, 2016) – Eagle Creek has taken a lot of pride in its support of worthy causes over the years. That tradition continues this October. For the second consecutive year, Eagle Creek will be donating funds to the Breast Cancer Research Foundation (BCRF) to support research for prevention and finding a cure. This year, the campaign tells the story of three women, their brave fight, and their continued love of travel and participation in outdoor activity.

For the entire month of October, 10% of select product sales across the entire Eagle Creek product catalog will be donated to finding a cure. For a limited time, a pink ribbon Pack-It Specter™ Compression Cube Set is available for sale on eaglecreek.com

Eagle Creek is proud to be part of the journey and the fight. Every cancer fighter and survivor has an amazing story to tell and an innate desire to thrive. Eagle Creek salutes and celebrates these men and women, whose achievements are a humbling reminder of the ferocity of the human spirit.

“We identified the Breast Cancer Research Foundation as a trusted partner,” said Philip Diehl, Director of E-Commerce at Eagle Creek. “The BCRF directs 91% of all funds raised to research. One woman is diagnosed with Breast Cancer every two minutes in the United States. Eagle Creek is happy to support research for prevention.”

To create visibility, Eagle Creek will be leveraging their social channels and hosting giveaways of the BCRF Pack-It Specter™ Compression Cube Set throughout the month of October. In addition, they will be sharing the real and inspirational stories of three breast cancer survivors.

For more information on the Breast Cancer Research Foundation, please visit: <http://www.bcrfcure.org/>.

Links:

Eagle Creek: <http://www.eaglecreek.com/supporting-bcrf>

Breast Cancer Research Foundation: www.bcrfcure.org/

Georganna’s Survivor Story: <http://www.eaglecreek.com/blog/georgannas-story>

Tina’s Survivor Story: <http://www.eaglecreek.com/blog/tinas-story>

Annmarian’s Survivor Story: <http://www.eaglecreek.com/blog/annmarians-story>

ABOUT EAGLE CREEK

Eagle Creek is a leading travel outfitter, providing smart, innovative and durable luggage, travel bags and accessories. Founded in 1975, California-based Eagle Creek invented the adventure travel gear category, introduced the industry’s first convertible backpack on wheels, established

the first complete travel solution system and is revolutionizing the way travelers pack with its Pack-It™ Folders, Cubes, Sacs and Toiletry Kits. Visit eaglecreek.com for more information.

ABOUT BCRF

The Breast Cancer Research Foundation is a nonprofit organization committed to achieving prevention and a cure for breast cancer. We provide critical funding for cancer research worldwide to fuel advances in tumor biology, genetics, prevention, treatment, metastasis and survivorship. Visit <https://www.bcrfcure.org/> for more information.

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