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For Immediate Release

**DUNN BROS COFFEE “DRINK PINK” CAMPAIGN ENCOURAGES  
EARLY DETECTION**

*Metro area coffee shops to benefit Jane Brattain Breast Center this October*

**Minneapolis, MN [October 1, 2008]** – Self exams and regular mammograms should be as much a part of every woman’s routine as a trip to their favorite coffee house. That’s why Dunn Bros Coffee ([www.dunnbros.com](http://www.dunnbros.com)) and Park Nicollet Jane Brattain Breast Center are teaming together this October, along with breast cancer survivor and KS95 radio personality, Staci Matthews, to spread the word about early breast cancer detection.

**Catch it Early, Drink Pink**

Beginning Wednesday, October 1, all hot drinks sold at Dunn Bros Coffee’s Twin Cities Metro locations will feature a pink “Catch it Early, Drink Pink” coffee clutch around the cup – serving as an important reminder for women to schedule a mammogram during Breast Cancer Awareness Month. Additionally, the proceeds from the sales of Dunn Bros Coffee Raspberry White Chocolate Mocha drinks will support the latest breast cancer screening and diagnostic equipment at Park Nicollet Jane Brattain Breast Center (<http://www.parknicollet.com/breastcenter/>).

“Breast health needs to be top of mind for women and one way we can make that happen is to provide causal reminders as part of their everyday activities, such as grabbing a morning mocha,” says Melissa Telsrow, Marketing Director, Dunn Bros Coffee.

This is the third year that Dunn Bros Coffee has partnered with the Jane Brattain Breast Center and KS95 to support breast health. This year there will be more than 400,000 “Drink Pink” coffee clutches distributed during

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the month of October. Last year more than 12,000 guests ordered Raspberry White Chocolate Mochas to support the center and its work.

The “Catch it Early, Drink Pink” campaign is championed by KS95 radio personality Staci Matthews who, soon after becoming involved in this important cause, was diagnosed with breast cancer. Matthews completed her treatment at Park Nicollet Jane Brattain Breast Center, and now approaches 5 years of being cancer free.

Through self-exams, annual breast exams by a health professional, and mammography, the national five-year survival rate of breast cancer approaches 90 percent. The exceptional quality measures and diagnostic equipment at Jane Brattain Breast Center have helped detect more than 92 percent of breast cancer cases in its earliest, most curable stage – exceeding the national average. Women age 40 and above are encouraged to schedule an annual screening mammogram.

### Recommendations for Screening Mammograms

	Age			
Screening	20-39	40-49	50-75	76+
Breast self-exam	Monthly	Monthly	Monthly	Monthly
Clinical breast exam by a doctor	Every three years	Yearly	Yearly	Yearly
Mammogram	—	Yearly, depending on your health history or preference	Yearly	Determined by patient and doctor preference

To schedule a mammogram or for more information on early detection, visit [parknicollet.com](http://parknicollet.com) or call Jane Brattain Breast Center at 952-993-3700.

### About Dunn Bros Coffee

Founded in 1987, Dunn Bros Coffee has successfully proven to its guests and competitors why fresh-roasted coffee is the ideal. This award-winning coffee franchise has over 90 locations across the nation and was founded on the principle that daily, on-site coffee roasting delivers more flavorful coffee and the freshest coffee beans. Each location has a unique and authentic coffeehouse atmosphere. For more information, visit [www.dunnbros.com](http://www.dunnbros.com)

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