



For Immediate Release  
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Dots, LLC

## **Dots Raises Over \$100,000 for Susan G. Komen for the Cure®**

**The national women's retailer exceeds promise with "Girlfriends Giving Back" program.**

**GLENWILLOW, OH, January 31, 2012** – Dots, a leading women's fashion specialty retailer in the value sector, is proud to announce the company has exceeded its target goal with Susan G. Komen for the Cure® for its third consecutive year. As part of the "Girlfriends Giving Back" initiative, Dots raised \$118,000 to support the organization and help fund innovative research and life-saving community outreach projects.

From October 1 through December 31, 2011, Dots sold four specialty items: bracelets, graphic t-shirts, pink scarves and a dedicated pair of Dots denim, in which a portion of proceeds from the sale were to benefit the cause. Since Dots partnership with Susan G. Komen began in 2009, the company has raised over \$250,000.

"We are extremely proud of how far we've come in helping raise money to support Susan G. Komen for the Cure," said Rick Bunka, Dots CEO. "Our team has done a remarkable job of getting behind this effort to support the foundation formed to find a cure. We are grateful for the overwhelming response from our communities, customers and associates to support this important cause."

Aside from skin cancer, breast cancer is the most common cancer among women in the U.S. One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime. In 2012, it is estimated that among U.S. women there will be 226,870 new cases diagnosed, according to the American Cancer Society.

### **About Dots**

A mainstay in women's specialty retail for over 20 years, Dots growth and success was founded on a passion for retail that stems from a belief that it doesn't cost a lot to look great! Dots is committed to staying ahead of the latest trends with fashion-forward buyers shopping Europe, New York and Los Angeles for the next fresh and fun look. Today, the company is a vibrant, growing retailer with more than 400 stores within a 28 state footprint. Visit Dots online at [www.dots.com](http://www.dots.com).

### **About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer. Today, Susan G. Komen for the Cure® works to end breast cancer in the U.S. and throughout the world through groundbreaking research, community health outreach, advocacy and programs in more than 50 countries. Visit [komen.org](http://komen.org). Connect with us on [Facebook](#) and [Twitter](#).