



Vera Bradley Foundation for Breast Cancer Cancels its Annual “Turn The Town Pink” and Classic Events due to COVID-19 Concerns

March 18, 2020

FORT WAYNE, Ind., March 18, 2020 (GLOBE NEWSWIRE) -- The Vera Bradley Foundation for Breast Cancer (the “Foundation”) has announced the cancellation of its “Turn the Town Pink” campaign, scheduled for the month of May 2020, as well as its annual signature event, the Vera Bradley Foundation for Breast Cancer Classic (the “Classic”), scheduled for May 28 through June 1, 2020, due to COVID-19 concerns. Both events are held in Fort Wayne, Indiana.

Lynda Houk, the Foundation’s Executive Director, commented, “The COVID-19 pandemic is having an enormous impact globally and locally. As a result, we have made the difficult decision to cancel ‘Turn the Town Pink’ and our annual Classic event. The health and safety of our donors, participants, hundreds of volunteers, and community-at-large are of the greatest importance to us. Our thoughts and prayers go out to all those being affected by the coronavirus crisis.”

“We remain just as determined as ever to eradicate the terrible disease of breast cancer and are so grateful for all who support us in our efforts, day-in and day-out,” Houk continued. “We have always been proud to direct our fundraising dollars to the breast cancer research being conducted in our home state of Indiana, which supports and positively affects research taking place around the globe. The dedicated and passionate researchers at the Vera Bradley Foundation Center for Breast Cancer Research at the Indiana University School of Medicine are pursuing ideas that will ultimately change the face of breast cancer. We remain invested in the hope and belief that we will see an end to this disease in our lifetime.”

Traditionally, each May, volunteers “Turn the Town Pink,” showing support in the fight against breast cancer by creating beautiful pink ribbon pathways throughout Fort Wayne. The multi-day Classic event follows, featuring the country’s largest amateur women’s golf charity tournament, as well as a Pink Pickleball tournament and Pink Yoga in the Park. Last year’s Classic raised over \$1.0 million for breast cancer research.

Barbara Bradley Baekgaard, co-founder of Vera Bradley and Vera Bradley Foundation for Breast Cancer said, “Our concern is for our community and our country first, and we know there are brighter days ahead. Stay positive, as the sun WILL come out tomorrow!”

For more information about the Vera Bradley Foundation for Breast Cancer, visit www.verabradley.org.

About the Vera Bradley Foundation for Breast Cancer

The Vera Bradley Foundation for Breast Cancer raises funds for breast cancer research to find a cure and to improve the lives of the many affected by this disease. Vera Bradley’s co-founders, Barbara Bradley Baekgaard and Patricia R. Miller, began raising funds after the loss of a dear friend to the disease in 1993. Since that time, the Foundation has contributed \$34.6 million to the groundbreaking research being conducted at the Vera Bradley Foundation Center for Breast Cancer Research at Indiana University School of Medicine in Indianapolis, Indiana, which is part of the Indiana University Melvin and Bren Simon Cancer Center (the “IU Cancer Center”). In August 2019, the IU Cancer Center was designated a Comprehensive Cancer Center, the highest level of recognition awarded by the National Cancer Institute for research excellence.

The Vera Bradley Foundation Center for Breast Cancer Research is focused on developing and dramatically improving therapies for some of the most difficult-to-treat types of breast cancer, including triple negative breast cancer. The Foundation raises funds all year long through special events, partner events, and individual donations.

Learn more about the Vera Bradley Foundation for Breast Cancer at www.verabradley.org, or follow the Foundation @verabradleyfoundation on Instagram.

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