



Memorandum

To: Sarah Hudson, Public Relations Manager, Glossier
From: Gianna DiGiulio, Communication Specialist, DiGiulioPR
Subject: Glossier and National Breast Cancer Foundation Collaboration

Dear Ms. Hudson,

The following press kit will detail the announcement of Glossier's collaboration with the National Breast Cancer Foundation. The goal of this collaboration is to raise awareness regarding breast cancer and early detection during the month of October, Breast Cancer Awareness Month.

The National Breast Cancer Foundation has provided over 1.7 million breast health resources to women in need. Glossier believes in the importance of awareness and has vowed to emphasize its commitment by partnering with NBCF to launch a series of three limited-edition skincare and makeup products- Balm Dotcom, Lip Gloss, and a Monochrome Eyeshadow Palette. Ten percent of all launch product purchases will be donated to the National Breast Cancer Foundation's effort to help women gain access to the education, screening, and support they need.

This kit will highlight the partnership between NBCF and Glossier while drawing attention to the specifics of the launch. It includes elements that detail the overall public relations strategy for this collaboration. The key audience groups for the information in this press kit are new and current Glossier customers and National Breast Cancer Foundation supporters.

This media kit has been assembled to provide the following components to members of the press and their audiences:

1. *Pitch Letter*: The letter is addressed to the Producer of "The View," Brian Federick Teta. It offers a brief overview of the collaboration and a recommendation of having NBCF's Founder and CEO, Janelle Hail, as a guest on "The View" for Breast Cancer Awareness Month.
2. *News Release*: This news release announces the collaboration of Glossier and the National Breast Cancer Foundation, as well as information about specific launch events. The release highlights the exclusive launch party with executives and breast cancer survivors and the celebration measures offered to customers on the first day of the launch. This release will be sent to local media outlets, as well as beauty-focused media outlets- magazines and publications.
3. *Fact Sheet #1 - Glossier*: This document will give a brief overview of Glossier as a company, its history, its mission as an organization, its board of directors, its retail locations, and bestselling products.

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4. *Fact Sheet #2 - National Breast Cancer Foundation*: This document will give a brief overview of NBCF as a foundation, its history, mission as an organization, board of directors, awards, and an explanation of Breast Cancer Awareness Month.

For more information, please contact me at:

(415) 351-8958

digiulio@digiuliopr.org

Thank you,

Gianna DiGiulio

Communications Specialist, DiGiulio PR

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Brian Federick Teta
Producer
"The View"

Dear Mr. Teta,

I am writing to you to let you know about an important collaboration happening between Glossier and the National Breast Cancer Foundation during the month of October 2023. The importance of this collaboration should be talked about on live television, especially as it occurs during Breast Cancer Awareness Month. Glossier will be partnering with the National Breast Cancer Foundation to launch three limited-edition skincare and makeup products. Ten percent of all launch product purchases will be donated to the National Breast Cancer Foundation. The proceeds will go towards the foundation's efforts to help women gain access to the education, screening, and support they need.

As a majority of your viewers are women, I think it is important to highlight Breast Cancer Awareness Month. You could do this by having the founder of the NBCF talk about Breast Cancer Awareness Month and the collaboration with Glossier, a brand based in New York. Janelle Hail, NBCF's founder and CEO will be in New York for the Glossier x National Breast Cancer Foundation collaboration launch party on October 1, 2023. Having her come on "The View" to speak about the collaboration and Breast Cancer Awareness Month would be beneficial to your audience. Without a doubt, this month is important, and attention to this collaboration will help raise awareness surrounding breast cancer and financially support the National Breast Cancer Foundation.

I will contact your office this upcoming week to discuss your interest in hosting Mrs. Hail.

Sincerely,
Gianna DiGiulio
Communication Specialist
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FOR IMMEDIATE RELEASE

Glossier and the National Breast Cancer Foundation Collaborate for Breast Cancer Awareness Month

Glossier to release NBCF collaboration products and host exclusive launch party with executives

New York, October 1, 2023 Glossier, an international beauty and skincare brand, will be partnering with the National Breast Cancer Foundation for the month of October, Breast Cancer Awareness Month. This partnership will include an exclusive launch of three skincare and makeup products, in which 10% of each product purchased will be donated to NBCF.

“This collaboration means so much to us at Glossier, more than any collaboration has meant before,” said Glossier’s CEO Kyle Leahy, “this one is impactful. Working with Janelle Hail has been an honor, her passion for helping women is inspiring and was one of the main reasons we were pushing for this collaboration. I look forward to this launch and sharing these products with the public.”

In celebration of this collaboration, Glossier will host a series of events on October 1, 2023. Glossier will invite their customers to an exclusive launch at all of Glossier’s six U.S. locations. The first 100 people in line at all stores will receive a limited edition NBCF mini beauty bag with their purchase.

On the night of October 1, Glossier will host executives from both companies as well as a select group of breast cancer survivors chosen in a raffle from the NBCF to an exclusive kick-off event held at Glossier Headquarters in New York. The guests will include Emily Weiss, Glossier Founder and Former CEO, Kyle Leahy, Glossier CEO, Janelle Hail, NBCF Founder & CEO, Kevin Hail, NBCF President and Chief Operating Officer, and Glossier New York employees. The launch party will run from 8pm to 11pm, and will be open for media coverage. However, this event will not be open to the public.

Images and B-roll footage from the launch party will be available at [glossier.com/NBCF-launchparty](https://www.glossier.com/NBCF-launchparty)

Glossier, Inc.

Glossier, Inc. was founded in 2014 on the belief that beauty isn't built in a boardroom—it happens when you're a part of the process. They got their start with Into The Gloss, a beauty website devoted to people sharing the products they love, and their source for inspiration and information. Now, they're building the future beauty company where everything they make starts with their consumers. They create the products their customers tell them they wish existed. Glossier believes in thoughtful design, and enabling conversation (which is where it all starts). But most of all, they believe that beauty is about having fun, wherever you are in your journey.

National Breast Cancer Foundation

The National Breast Cancer Foundation was founded in 1991 by breast cancer survivor, Janelle Hail. NBCF's mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. NBCF offers free, innovative programs that other organizations aren't providing to women facing breast cancer so that no one faces breast cancer alone. NBCF is one of the most recognized and respected breast cancer charities in the world. NBCF has received the highest 4-star rating by Charity Navigator, America's premier charity evaluator, for 16 years. On average, 80% of their expenses are directed to their life-saving programs.

Glossier.

Mission Statement

Glossier is on a mission to give voice through beauty. By building products, growing our community, and making decisions in inclusive, customer-devoted, curious, courageous, and discerning ways, Glossier develops relationships with their consumers to guide product development. They believe in the power of the individual and see beauty as an incredible conduit for connection.

History of Glossier:

Glossier Inc. was developed from “Into the Gloss,” a beauty blog created by Emily Weiss, devoted to people sharing the products they love and a celebration of personal approaches to beauty. It’s where Glossier realized that beauty shouldn’t be built in a boardroom—it should be built by their consumers.

Established in:

2014

Board of Directors:

Founder, Former CEO - Emily Weiss

CEO - Kyle Leahy

Head of Design - Adriana Deleo

VP, Engineering - Sid Easwar

Director of Product Marketing - Chenaya Devine Milbourne

Previous Collaborations

Swiss Miss, MoMA, WNBA, Olivia Rodrigo, Barkbox

Retail Locations

Atlanta, Georgia; Washington D.C.; Los Angeles, California; Miami, Florida; Seattle, Washington; London; New York, New York

Best Selling Products:

Boy Brow: A brushable, creamy wax that visibly thickens, shapes, and grooms brows into place.

Milk Jelly Cleanser: A nourishing (and pH-balanced), creamy gel face wash that’s kind to every skin type under the sun.

Glossier You: An eau de parfum that melts into skin and smells a bit different on everyone.

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Mission Statement

The National Breast Cancer Foundation, Inc.'s mission is to help women by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. By working with hospitals and breast centers in communities across the U.S., NBCF is working to remove barriers to critical screenings that detect breast cancer in its earlier stages, provide critical information to women and families related to risk reduction and support for patients at every step of their journey.

History of National Breast Cancer Foundation:

In 1991, Janelle Hail founded the National Breast Cancer Foundation with the help of her husband and family. A breast cancer survivor herself, Janelle made it the mission of her foundation to educate other women about breast cancer and the importance of early detection.

Established in:

1991

Breast Cancer Awareness Month

Breast Cancer Awareness Month, held in October every year, was created in 1985 to promote screening and prevention of the disease, which affects one in eight women in the United States every year and 2.3 million women worldwide. The month features a number of campaigns and programs aimed at support, education, risk reduction and fundraising.

Board of Directors:

Founder & CEO - Janelle Hail
President & Chief Operating Officer - Kevin Hail
Chief Financial Officer - Rebecca Buell
VP, Marketing - Camilla Payne

Awards:

Highest 4-star rating by Charity Navigator;
Nonprofit and Corporate Citizenship Award, Innovation in Healthcare Category

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