

Contact Information

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HELP EDIBLE ARRANGEMENTS® STOMP OUT BREAST CANCER!

--Limited edition arrangement invites you to kick up your heels while raising funds for breast cancer research. --

Dunwoody--September 29, 2011 This October, Edible Arrangements® is kicking up its heels in celebration of the limited edition Heels for Healing™ bouquet which raises funds for the National Breast Cancer Foundation, Inc.® while delighting supporters with succulent honeydew, cantaloupe, strawberries, grapes and artistically designed pink chocolate-covered pineapple high heels. This bouquet is a perfect complement to a girls' night in, a special gift for a breast cancer survivor, or a delightful addition to any occasion to celebrate women's strength and help raise much needed funds for the cause.

10% of October sales of the Heels for Healing bouquet, and the company's other arrangements in the Awareness Collection, will be donated to the National Breast Cancer Foundation, Inc.® and their commitment to spreading knowledge and fostering hope in the fight against breast cancer. This will be the sixth year that Edible Arrangements has sponsored this organization with this increasingly successful program.

MORE

The Edible Arrangements Awareness Collection also includes:

- 1 The **NEW Heels for Healing Pop**, a delicious heel shaped pineapple dipped in pink chocolate and perfect for one.
- 2 The **Breast Cancer Awareness Bouquet**® features delicious fresh strawberries hand dipped in pink chocolate and beautifully arranged in a special pink ribbon keepsake ceramic container.
- 3 The **Awareness Celebration**® arrangement has pink chocolate dipped strawberries, pineapple daisies and stars, cantaloupe, honeydew and grapes also arranged in a pink ribbon keepsake container.
- 4 **Think Pink Dipped Strawberries**, available in 6 and 12 count boxes, are a delicious collection of Edible Arrangement's signature, hand dipped strawberries in a celebratory pink hue.

Edible Arrangements, the leading national purveyor of artistically designed fresh fruit arrangements, has been providing fresh fruit arrangements to the **Dunwoody** community since opening on **May 23, 2011**.

"We look forward to our role in helping the National Breast Cancer Foundation, Inc.® in its mission to save lives and increase awareness" says **Alka Sardar, Owner**. "This is a very important cause that all of our locations throughout the U.S. and Canada are supporting, and we're proud to be able to work with our local community to support the inspirational work of this organization."

Heels for Healing™, Breast Cancer Awareness Bouquet®, Awareness Celebration® and Think Pink Dipped Strawberries will be available from October 1 – 31, 2011. Customers can order these or any other Edible Arrangements bouquets at their local Edible Arrangements store located at **4780 Ashford Dunwoody Rd. Ste 520, Dunwoody, GA 30338**, online at EdibleArrangements.com, or by phone to 770- 698-8500 or 1-877-DoFruit (1-877-363-7848).

About Edible Arrangements

Edible Arrangements International, Inc. is the leading purveyor of delicious, high quality, artistically designed, fresh fruit arrangements that are practical and healthy gifts and centerpieces for everyday occasions and events. Brothers Tariq and Kamran Farid developed and launched the company in 1999 in East Haven, CT, after many years in the floral industry. Edible Arrangements stores are located in the United States, Canada, Puerto Rico, Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Bahrain, Italy, Turkey, Hong Kong, and Jordan. Customers may order arrangements by telephone at 1-877-DO-FRUIT, at one of the company's retail stores, or on-line at ediblearrangements.com.

All franchise offerings are made only by Franchise Disclosure Document.

About the National Breast Cancer Foundation, Inc.[®]

Recognized as one of the leading breast cancer organizations in the world, NBCF's mission is to save lives through early detection and to provide mammograms for those in need. NBCF provides *Help for Today...Hope For Tomorrow*[®] through its National Mammography Program, Early Detection Plan[®], MyNBCF online social community, and breast cancer research programs. For more information about NBCF, visit www.nbcf.org.

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