

For Immediate Release

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Announcing PRET*TY New Accessories The Perfect Gift That Gives Back

Shopping to fight pediatric cancer one bracelet at a time



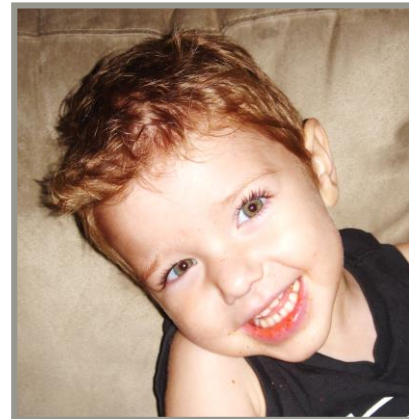
CARMEL, NY, Sept. 1, 2013 -- Today, the Ty Louis Campbell (TLC) Foundation announced the grand opening of PRET*TY (www.prettystore.org), an online storefront featuring a new line of charitable bracelets and necklaces that were inspired by Ty Campbell and his courageous battle with pediatric cancer. The fashion-forward jewelry line offers a variety of accessories priced from \$12.99 - \$49.99 and 100% of the net proceeds will go directly toward childhood cancer research via the TLC Foundation.

Featured products include a gold beaded cord bracelet with glittery silver accents and a shiny gold, custom-molded PRET*TY charm. The ¾ inch round signature charm is also offered as a pendant on a gold chain, allowing for a simple, subtle statement piece worn around the neck that speaks volumes.

Pediatric cancer is represented by the color gold. Naturally, the line consists of predominantly gold jewelry to represent the “go gold” initiative as part of the foundation’s commitment to help raise awareness and funds. There are a variety of designs fit for any style, attached with a custom molded PRET*TY charm on each. The bracelets are packaged in a unique, handmade gold change purse that is also adorned with the PRET*TY tag.

“Colorful silicone bracelets have been popular for almost a decade because they are easy and eye-catching – but they are not *pretty*. To honor my son Ty and all children battling cancer, I saw a great opportunity to offer a chic and trendy alternative – in gold – that will grab people’s attention and make a fashionable statement for an important cause,” says Cindy Campbell, Ty’s mom and co-founder of the TLC Foundation.

The childhood cancer community has been actively pushing retailers, celebrities and landmarks to “go gold” in order to shed light on the cause and honor pediatric cancer fighters. The PRET*TY line finally brings the gold movement to the shelves, both virtually and in limited boutique stores throughout the tri-state area.



THE SIGNATURE BAG



It's in THE BAG!

All PRET*TY classic bracelets come packaged in our signature bag.

Our signature bag is gold, of course, for childhood cancer awareness. It is handmade with genuine snakeskin, dyed gold, with a metal PRET*TY tag. Measuring slightly larger than a change purse, this bag is perfect for the back pocket, or it can be used as an every day wallet to suit your inner minimalist.

About Ty Campbell

Ty Campbell puts the TY in PRET*TY. He was a beautiful, magnetic little boy who captured the hearts of thousands, and continues to do so even now. After fighting valiantly for half his life, fists blazing, Ty was finally freed from suffering once and for all when he became a beloved angel on October 17, 2012. His eternal spirit lives on in hearts of everyone he touched, and his story continues to impact others.

About Pediatric Cancer

Pediatric cancer happens completely at random and it doesn't discriminate. There is no known cause or prevention for most childhood cancers. Pediatric cancer is the number one cause of death by disease among children, claiming the lives of more children each year than AIDS, asthma, cystic fibrosis and diabetes combined.

In fact:

- Every three minutes, a child is diagnosed with cancer.
- Almost one out of four children diagnosed with cancer will die, and the large majority of those that do survive will live with serious, chronic side effects as a result of the harsh treatments.
- In the past 20 years ONLY ONE new cancer drug has been approved that is specific for pediatric cancer, yet, the incidence of invasive pediatric cancers is up 29 percent over the course of those same 20 years.

About the Ty Louis Campbell Foundation

Founded in September 2012, The Ty Louis Campbell (TLC) Foundation is a volunteer-run nonprofit organization that funds innovative research and technology specifically geared toward the treatment of the deadliest childhood cancers (including brain and spinal cord tumors). The organization seeks less toxic, more effective treatments that are specifically designed for children fighting cancer. Their ultimate mission is to help fund the intelligence and technology that will uncover new ways to more effectively treat children with cancer. For more information about the foundation, visit www.thetlcfoundation.org.

Visit www.prettystore.org purchase a bracelet and help in the fight against pediatric cancer.

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