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Fight Breast Cancer with the Pink Phone from Qwest and Sanyo

Ten percent of the October sales will be donated to the Komen Foundation

Those who want to help in the fight against breast cancer can now do so by buying the new pink phone released by Qwest Communications International and Sanyo. Ten percent of the retail sales in October (October being the National Breast Cancer Awareness Month) will be donated to the Komen Foundation, up to a maximum donation of \$100,000. "A key to our success at the Komen Foundation is that we collaborate with a variety of organizations to provide creative ways for people to make a difference in the fight against breast cancer," stated Cindy Schneible, vice president of cause-related marketing and sponsorship at the Komen Foundation. "We are proud to have the opportunity to partner with Qwest and SANYO to allow wireless phone users to make a bold statement about breast cancer awareness and a valuable contribution to breast cancer research and community outreach programs." The release of the new phone is accompanied by a series of efforts to raise funds and awareness for the Komen Foundation and breast cancer. Qwest's marketing team will present breast cancer materials together with pink phones to more than 200 events throughout 2006, reaching an estimated number of 25 million people. The pink phone measures 3.31 x 1.83 x 1.01 inches, weighs 100 grams and offers users two displays (the main internal display supporting 65k colors), a VGA camera with digital zoom, wireless download capabilities, Sprint PCS Vision, Sprint PCS Picture Mail and voice dial.