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cinda b Names Leading Breast Cancer Network, Young Survival Coalition, as Beneficiary

October sales of the Sweetleaf Pink pattern in any of the 39 styles to support research and advocacy efforts for young women affected by breast cancer

(Atlanta, Georgia – October 6, 2009) – cinda b (www.cindab.com), creator of contemporary quilted handbags and totes, travel bags and accessories, is excited to announce its partnership with Young Survival Coalition (YSC, www.youngsurvival.org), the premier international network of breast cancer survivors and supporters dedicated to the critical concerns and issues unique to young women affected by breast cancer. In recognition of National Breast Cancer Awareness month, cinda b will donate 15% of sales during the month of October of any of our 39 adorable styles, including the six new fall styles, in the Sweetleaf Pink pattern to the YSC.

"cinda b is pleased to name Young Survival Coalition as our beneficiary for October," announced Cinda Boomershine, founder and designer of cinda b. "We couldn't be happier to provide assistance to this amazing network of breast cancer patients, survivors and their supporters working together to make sure that no young woman has to face breast cancer alone."

The Sweetleaf Pink pattern, one of 11 bright and popular offerings from cinda b, is available in 39 different handbags and totes, travel bags and accessories, ranging in price from \$13 to \$149. As with all cinda b bags, the Sweetleaf Pink pieces are made in the U.S.A., with the very latest in durable, poly/nylon fabrics, making them machine washable and stain resistant. Each bag and each pattern is custom designed by Cinda Boomershine herself.

"We are very honored to receive cinda b's support," added Marcia Stein, CEO of Young Survival Coalition. "Partnerships such as this not only provide much-needed financial support, but really do make a difference in the lives of so many."

To purchase a Sweetleaf Pink cinda b bag and benefit the YSC, go to www.cindab.com.

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About *The Young Survival Coalition (YSC)*:

Young Survival Coalition (YSC) is the premier international organization dedicated to the critical issues unique to young women and breast cancer. YSC works with survivors, caregivers, and the medical, research, advocacy and legislative communities to increase the quality and quantity of life for women diagnosed with breast cancer ages 40 and under.

About *cinda b*:

Launched in 2004, *cinda b* was the dream of award-winning, Atlanta designer, Cinda Boomershine. A love for color and passion for design led Cinda to start her own design firm in 2002. Quickly recognized for her fresh and functional approach and eye for design trends, Cinda was invited to join the cast of TBS's nationally broadcast *Movie and a Makeover*. Her on-the-go lifestyle led to a search for the perfect, everyday bag that was as stylish and fun as it was versatile and functional, which led to the creation of *cinda b*. Today, *cinda b* is one of the fastest growing handbag, travel bag, and tote companies in the country offering hundreds of styles and patterns for girls on the go. Each bag is made in the USA with the latest water-resistant and machine-washable fabrics, and each is custom-designed with love and care by Cinda herself.