

Loehmann's Hosts In-Store Shopping Events To Benefit Young Survival Coalition

Written by Australian Business

NEW YORK, Oct. 18, 2013 /PRNewswire/ -- [Loehmann's](#), the legendary off-price retailer, has launched a series of in-store events throughout the month of October to benefit [Young Survival Coalition](#) (YSC), the premier global organization dedicated to the critical issues unique to young women diagnosed with breast cancer.

"Our goal, together with Young Survival Coalition, is to help educate our customers, thereby increasing awareness, early detection, and treatment. We're excited to partner with our fabulous customers to contribute to such an important organization as YSC," said Lilach Asofsky, Loehmann's Senior Vice President of Marketing.

Loehmann's is pledging a minimum of \$25,000 to Young Survival Coalition via its October in-store initiatives.

Jenna Glazer, Senior Director of Development for Young Survival Coalition, and a breast cancer survivor herself (diagnosed at age 33), reports, *"Young women can and do get breast cancer. Every year approximately 13,000 women under the age of 40 are diagnosed with breast cancer in the U.S. YSC is grateful to Loehmann's for helping us reach and educate a wider community of women and for recognizing the importance of our mission among its customers."*

How Loehmann's shoppers can participate:

--**Throughout the month of October** shoppers at all 39 Loehmann's stores across the country have the opportunity to contribute \$1, \$5, \$10, or more at point of sale. All customer donations collected through November 3 go directly to Young Survival Coalition.

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--**Tuesday, October 22** - a special promotional event in Loehmann's newly-expanded Intimate Apparel department. Themed "Girls Just Love To Have Fun...and Make a Difference," the fun-filled event will happen simultaneously at ALL 39 Loehmann's locations. Light refreshments will be served, and guests will get a 25% discount on select brands in the department that evening through 10/27. Shoppers who donate \$5 to YSC at the event will receive a Loehmann's signature tote plus a bonus savings card towards a future purchase. The \$5 donation goes directly to YSC.

--**Wednesday, October 30** - Customers who donate \$2 to YSC will receive a "surprise" promotional giveaway.

--**Friday, November 1 through Sunday, November 3** - Customers who purchase two or more intimate apparel items can purchase a special \$2 pink panty, while supplies last. \$1 from each \$2 panty will go directly to YSC.

About Loehmann's - [LOEHMANN'S](#) gives shoppers the edge on designer fashion with prices 30% to 65% off prices elsewhere. The store is known for providing great savings on straight-from-the-runway fashion by today's leading designers. LOEHMANN'S operates 39 stores in eleven states and D.C., in addition to loehmanns.com. The chain provides an exciting discount shopping experience targeted to fashion aficionados and offers women's dresses, suits, sportswear, shoes, handbags, and accessories, as well as menswear, and more. For store locations visit Loehmann's [website](#) . Follow LOEHMANN'S on [Twitter](#) and like LOEHMANN'S on [Facebook](#) .

About YSC - Established in 1998, Young Survival Coalition (YSC) is the premier global organization dedicated to young women diagnosed with breast cancer. YSC offers free

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resources, connections, and educational materials so women feel supported, empowered and hopeful. Through action, advocacy and awareness, YSC seeks to educate and influence the medical, research, breast cancer, and legislative communities to address breast cancer in young women and ensure that no young woman faces breast cancer alone. For more information, visit youngsurvival.org.

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