

DEARBORN, Mich., Oct. 1, 2013 /PRNewswire/ --

- Gilles Marini, actor and active warrior for the cause, has created this year's celebrity-designed T-shirt and will join Ford Warriors in Pink[®] in New York City this month to help raise awareness in the ongoing fight against breast cancer
- Ford Warriors in Pink and celebrity news site PopSugar launch video series "In Her World," featuring prominent women sharing their stories of success and challenge
- Ford Warriors in Pink honors Breast Cancer Awareness month with additional new inspirational video series and special-edition apparel in its 19th year in the battle against breast cancer

Ford Warriors in Pink[®] – the program created by Ford Motor Company to raise awareness and funds in the fight against breast cancer – continues its 19-year quest to keep the subject of breast cancer a part of everyday life. This month, which is Breast Cancer Awareness Month, Warriors in Pink and actor Gilles Marini will be in New York City promoting the limited-edition T-shirt Marini created to aid in the fight against the disease.

Additionally, Ford Warriors in Pink is launching two distinct video series: One, "In Her World," created by celebrity news site PopSugar, is an intimate look at prominent women and their stories of inspiration. The other, "Courage Talks," part of the Models of Courage campaign created in 2012, covers the difficult conversations breast cancer patients will inevitably face.

"Ford Warriors in Pink will continue to be a united force in the fight against breast cancer," said Tracy Magee, Ford experiential marketing manager. "As long as there are women and men out there battling breast cancer, we will be here fighting alongside them."

Marini, who has appeared on television in "Dancing with the Stars," "Switched at Birth" and "Brothers & Sisters," as well as in the movie "Sex and the City," has joined the Warriors in Pink

team to be an active warrior in the fight against breast cancer. A full 100 percent of the net proceeds from the limited-edition "United with Love" T-shirt he created will go to the Dr. Susan Love Research Foundation.

Like so many, Marini has been personally affected by the disease. After losing his father to cancer at a young age, then watching his sister-in-law battle breast cancer, Marini is passionate about the cause. "I want to help put an end to breast cancer," he says. "Too many lives have been lost already."

Marini's design retails for \$20 and can be purchased from www.fordcares.com ; the T-shirt will also be available for sale, along with select apparel from the 2013 Warriors in Pink collection, through a Warriors in Pink multistop tour in New York City Oct. 8-9

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Messages of hope

Ford Warriors in Pink continues to spread awareness, and is partnering again with CBS prime-time talent to create public service announcements featuring Warriors in Pink apparel that will air throughout October. These PSAs will feature talent from "2 Broke Girls," "The Good Wife," "NCIS" and other popular CBS shows.

To continually unite the breast cancer community, the two distinct video series Ford Warriors in Pink has launched are aimed at spreading messages of hope, courage and awareness.

New for 2013, the Warriors in Pink partnership with PopSugar on the launch of "In Her World" takes an intimate look at the lives of high-profile women to get an idea of what challenges and inspires them. This inspirational video series illuminates key aspects of their passions, successes and personalities – and includes women directly affected by breast cancer. PopSugar has also created a special Ford Warriors in Pink segment that portrays an intimate interview with Marini. Available this month, these videos can be viewed on the PopSugar website, www.popsugar.com , and on Warriors in Pink social media platforms.

Additionally, Ford's Models of Courage campaign, created in 2012, is launching "Courage Talks," a new video series featuring breast cancer survivors sharing their experiences in order to help guide those difficult conversations associated with the disease. From fear to hope, tough subjects and honest discussions, the series covers it all. Available now, the talks can be viewed on the [Warriors in Pink Facebook](#) page, under the tab "Courage Talks."

Ford Warriors in Pink Ford's commitment in the fight against breast cancer runs well beyond raising funds. The company is dedicated to making a difference 365 days a year by encouraging women to become informed and visit their doctors, educating them about how early detection saves lives. 2013 marks Ford Motor Company's 19th year of support; to date, Ford has dedicated more than \$120 million to the cause.

The entire 2013 Ford Warriors in Pink collection is available at www.fordcares.com. A full 100 percent of net proceeds from sales go to support organizations fighting breast cancer.

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