

HINGHAM, Mass., Oct. 1, 2013 /PRNewswire/ -- UPPAbaby is proud to share its commitment to the fight against breast cancer this October by partnering with the Dr. Susan Love Research Foundation.

As part of UPPA Gives Back, a charitable initiative UPPAbaby began in 2009, the company is encouraging consumers to "Act with Love" by purchasing a Drew (tangerine) or Olivia (fuchsia pink) VISTA smart universal stroller system during the month of October. For every VISTA stroller purchased in those vibrant color fashions, UPPAbaby will donate five percent of sales to the Dr. Susan Love Research Foundation.

"We are excited to partner with the Dr. Susan Love Research Foundation," said Lauren Monahan, co-founder of UPPAbaby. "We strongly believe in the foundation's mission - that only by working together will we ever be able to achieve the common goal we share – to support those affected by breast cancer and one day have a future without breast cancer."

The Facts

- 232,000 women will be diagnosed with invasive breast cancer this year.
- 108 women die of breast cancer daily.
- 85 cents of every dollar donated to the Dr. Susan Love Research Foundation goes to research the cause of breast cancer.
- 156 researchers have benefited from the Dr. Susan Love Research Foundation.

"A breast cancer diagnosis can have a devastating impact on a family," said Dr. Susan Love, Chief Visionary Officer, Dr. Susan Love Research Foundation. "We're grateful to UPPAbaby and its customers who are joining us to find the cause and prevention of breast cancer so that young mothers need not worry that they, or their children will ever hear the words, 'you have breast cancer.'"

Written by Australian Business

About UPPAbaby The UPPAbaby mission is to make the smartest strollers, car seats and juvenile gear available: intuitively designed, stylish and sleek, with the features and functions new parents want—plus innovations they never knew were possible. UPPAbaby is committed to providing customer service that is as exceptional as the company's products. Founded in 2006, UPPAbaby is based in Hingham, Massachusetts, with products available in the U.S., Canada, UK, Ireland, Spain, China, South Korea, Spain, Italy, Dubai, China, Israel and Australia. For more information please visit www.UPPAbaby.com.

About Dr. Susan Love Research Foundation The Dr. Susan Love Research Foundation's mission is to achieve a future without breast cancer by focusing on prevention and finding the cause. This will be accomplished by democratizing research to include the public's voice in the process, facilitating research through programs like the Army of Women launched in 2008 as a resource for researchers, and performing research through projects like the innovative Health of Women [HOW] Study, created in 2012 to identify the cause and cost of the disease through an online cohort.

The Dr. Susan Love Research Foundation, and its more than 373,000 volunteers nationwide, invite you to Act with Love and become part of a movement to bring the public voice to breast cancer research with the goal of eradicating the disease once and for all. To learn more and show your support, visit www.actwithlove.org.

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