

RALEIGH, NC, September 20, 2013 **/24-7PressRelease/** -- In honor of the October observance of Breast Cancer Awareness Month, Apricot Lane is donating 10 percent of sales from all purchases at Apricot Lane Triangle stores on Saturday, Oct. 19 to the Susan G. Komen North Carolina Triangle to the Coast Affiliate. The boutique, with stores in Raleigh, Cary and Durham, is partnering with the local Susan G. Komen Affiliate to help spread awareness about breast cancer and raise money to support its efforts.

Apricot Lane is a popular national boutique featuring celebrity-inspired affordable fashions for the everyday woman. The stores offer styles straight from the L.A. fashion district, a personalized shopping experience, and new women's clothes, handbags, jewelry, other accessories and gifts arriving daily.

The Triangle, North Carolina stores are located at North Hills shopping center in Raleigh, Cary Towne Center Mall in Cary and at the Streets at Southpoint in Durham. The owners of the local stores will donate 10 percent of total sales made on Oct. 19 in all three local stores back to Susan G. Komen. To find the hours of operation and specific store locations, visit <http://www.Facebook.com/ApricotLaneTriangleNC>.

"We are very excited to partner with Apricot Lane to help raise money and awareness for breast cancer research," said Kate Shivar, development services coordinator at Susan G. Komen Triangle to the Coast. "As the world's largest grassroots network of breast cancer survivors and activists, we're working to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like this, we are able to continue the fight against breast cancer. We hope to see people out shopping October 19!"

According to Susan G. Komen, breast cancer is the second leading cause of death among women today. Each year it is estimated that more than 220,000 women in the United States will be diagnosed with breast cancer and more than 40,000 will die from it. One in eight women will be diagnosed with breast cancer in their lifetime, making it the most commonly diagnosed cancer in women today.

Apricot Lane Triangle store owners, Carol and George Toulas, have a passion for giving back to the community, the driving force behind this partnership. Since opening their first Apricot Lane boutique in November 2012, the Toulases have hosted six in-store fundraisers for various nonprofits in North Carolina and pledged a \$25,000 donation to support the fight against human trafficking.

"My husband and I are proud to giveback however we can, and just want to do our part to support the local community through fundraisers at Apricot Lane," said Carol Toulas. "Our goal is to help raise money and awareness for breast cancer research through support of the amazing Susan G. Komen organization. It's going to be a fun day of shopping for a great cause and we hope all Triangle residents will join us!"

To learn more about Apricot Lane or Susan G. Komen, please visit <http://www.Facebook.com/ApricotLaneTriangleNC> or <http://www.komennctc.org> today.

About Susan G. Komen North Carolina Triangle to the CoastThe Komen North Carolina Triangle to the Coast Affiliate serves 29 counties in central and eastern North Carolina; holding two annual Race for the Cure events in Raleigh and Wilmington. Seventy-five percent of the net proceeds generated by the Affiliate stay in the service area. In 2013, \$950,000 was granted to provide a continuum of breast health services to underinsured and uninsured women in our service area. The remaining twenty-five percent funded national breast cancer research; the Affiliate contributed \$281,000 in 2013. That same year, \$3.6 million was returned to the area in the form of research grants at Duke and the University of North Carolina at Chapel Hill. For more information, call 919-493-2873 or visit <http://www.komennctc.org>.

About Apricot Lane: Apricot Lane Boutique is a national retail franchise that specializes in unique, one-of-a-kind items and brand names known for their quality and fashionable style trends, quickly moving the store to the forefront of chic boutiques. Featuring celebrity-inspired fashions and designer labels offered in the convenience of neighborhoods across the country, Apricot Lane carries an impressive collection of branded fashion apparel, jewelry, handbags and accessories to create looks seen right off the runway and in the pages of any current fashion magazine. Apricot Lane retail boutiques are supported by the franchise company Country Visions. For more information about Apricot Lane, visit <http://www.apricotlaneusa.com>. To learn more about the Triangle area stores, visit <https://www.Facebook.com/ApricotLaneTriangleNC>.