

## **MEDIA ADVISORY**

### **MYSHAPE.COM™ PARTNERS WITH THE DR. SUSAN LOVE RESEARCH FOUNDATION TO RAISE MONEY FOR BREAST CANCER RESEARCH AND OFFER DRESSING STRATEGIES FOR BREAST CANCER PATIENTS**

**WHAT:** myShape co-founder and customer care officer, Sarah Porubcansky, and Dr. Susan Love, President and Medical Director of the Dr. Susan Love Research Foundation, kick off their new partnership for the month of October to offer these and other personal strategies for breast cancer survivors.

- Resuming favorite activities: How positive physical activities can help to improve your quality of life.
- Giving: How giving to and engaging in support groups can help to foster a new vibrancy and purpose.
- Acceptance: How comfortable and flattering clothing can improve your post-surgery sense of self.
- Comfort: How choosing the right clothing and materials can help you feel more comfortable post-surgery and during treatment.

For the month of October, myShape will also be donating a portion of proceeds to the Dr. Susan Love Research Foundation.

**WHO: Sarah Porubcansky, myShape co-founder and customer care officer:**

Sarah Porubcansky is co-founder of myShape and oversees customer care. Throughout her career she's been a fierce advocate for women here and abroad. She helped organize an international conference in Vienna aimed at strengthening the role of women in developing democracies, garnered support for war widows in Bosnia, and served on the board of directors of an organization representing expatriate women. Today she channels this passion every day at myShape by helping women look and feel their best.

**QUOTE:**

Sarah Porubcansky: "In my own personal experience and in the voices of the breast cancer survivors who call us at myShape, I hear how something as simple as being comfortable and looking good can lead to greater personal acceptance. It's that acceptance that leads to a healthier attitude and future."

**Dr. Susan Love, President and Medical Director of the Dr. Susan Love Research Foundation:**

The Dr. Susan Love Foundation seeks to eradicate breast cancer within our lifetime! She strongly feels that we now have the tools we need to get to where breast cancer starts, and we only need the will and resources to make prevention a reality. In addition to authoring *Dr. Susan Love's Breast Book*, termed "the bible for women with breast cancer," and *Dr. Susan Love's Menopause and Hormone Book*, Love lectures nationally and internationally on breast cancer, menopause and women's health and continues to be a pioneer and entrepreneur in the field of breast cancer prevention.

**HOW:** Sarah Porubcansky, myShape and Dr. Susan Love are available for interview by contacting:

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**BACKGROUND:**

**About myShape®  
Pasadena, Calif.**

myShape® is the innovative women's fashion site that is changing the way women shop. myShape provides each member with her own Personal Shop filled with relevant choices that match her measurements, body shape and fashion and fit preferences. The Personal Shop and the ShapeMatch® system are protected by issued and pending international patents. The company is changing the metrics for retail online – myShape members buy more, return less and are more satisfied with their clothing purchases. myShape is outreaching to millions of women to provide them with an effortless way to shop for apparel that fits and flatters™.

**Dr. Susan Love Research Foundation  
Pacific Palisades, Calif.**

The Mission of the Dr. Susan Love Research Foundation is to eradicate breast cancer and improve the quality of women's health through innovative research, education and advocacy. We believe that the intraductal approach to breast cancer is the path that will bring us to the beginning of the end of this disease. To date, we have received more than two million dollars to pursue our own intraductal research, and since 1998, the Foundation has awarded pilot grants to intraductal researchers totaling more than \$900,000. To learn more about the Dr. Susan Love Research Foundation, visit [www.dslrf.org](http://www.dslrf.org).

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