

Dog Toy Raises Funds for Breast Cancer Research

Proceeds from the pink-ribbon Loofa dog toy benefit the Breast Cancer Research Foundation.

Kelly Rae Hickman

Posted: May 21, 2007, 5 a.m. EST

Believe it or not, dogs are joining in the fight against breast cancer! Multipet International, a pet supply company based in Moonachie, N.J., is teaming up with New York City-based Breast Cancer Research Foundation to help raise awareness and funds to find a cure for breast cancer.

Specifically for the cause, Multipet created a pink-ribbon Loofa dog toy that will be sold in stores nationwide, including PetSmart, PETCO and Meijer's. The project is spearheaded by Leslie Yellin, the company's director of strategic accounts, who was diagnosed with breast cancer just two years ago.

"Hearing the words that you have cancer is a nightmare for anyone," Yellin recalls. "If I can do anything to contribute to finding a cure, I am going to do it."

Yellin says a portion of the proceeds from every pink-ribbon Loofa dog toy sold will benefit the Breast Cancer Research Foundation.

The American Cancer Society estimated that in 2006, 214,640 new cases (male and female) of breast cancer emerged, while 41,430 estimated (male and female) deaths were breast-cancer-related.

"We must make people aware that they need to get checkups. Every 13 minutes a woman dies from breast cancer in the U.S.," Yellin says. "The popularity of Loofa will allow us to raise enough money to help the Breast Cancer Research Foundation to find a cure for this disease."

The Multipet pink-ribbon Loofa toy will retail at about \$5.99.

For more information on Multipet, the pink-ribbon Loofa toy and the foundation, visit www.multipet.com and www.brcfcure.org