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**COYNE PR “PINKS” A RELATIONSHIP WITH BREASTCANCER.ORG  
TO RAISE AWARENESS FOR PINK SEASON AND ROCK THE RIBBON**

Parsippany, N.J., August 24, 2010 – Coyne Public Relations today announced that it has been selected to work with Breastcancer.org, the world's most trafficked online resource for expert-reviewed breast health and breast cancer information. The agency will be highlighting the great work that breastcancer.org is doing and maximizing media coverage for Pink Season and their Rock the Ribbon 10-Year Anniversary Celebration. The account will be led by the agency's health care practice.

“Breastcancer.org has had a tremendous impact on raising awareness and educating the public about breast cancer,” said Rich Lukis, President of Coyne PR. “This is one of those rare accounts where helping the organization reach its goals means helping women and families affected by breast cancer, and that is something our team at Coyne PR is really passionate about.”

Coyne PR is currently developing story angles and securing interviews and article placements for Dr. Marisa Weiss, Founder and President of Breastcancer.org for October (Breast Cancer Awareness Month) issues of long-lead magazines. In addition, the team developed and is executing upon a traditional and social media strategy surrounding the Rock the Ribbon lead-up events and gala concert and fundraiser on October 30, featuring Harry Connick, Jr.

**ABOUT BREASTCANCER.ORG:**

Breastcancer.org is a nonprofit organization dedicated to providing the most reliable, complete, and up-to-date information about breast cancer. Our mission is to help women and their loved ones make sense of the complex medical and personal information about breast cancer, so they can make the best decisions for their lives. For more information visit [www.breastcancer.org](http://www.breastcancer.org).

**ABOUT COYNE PUBLIC RELATIONS:**

Coyne Public Relations, LLC, is a full-service public relations agency with offices in Parsippany, New Jersey and New York City. With expertise in a variety of categories, Coyne PR consistently displays the knowledge and creativity that has made it one of the country's fastest growing agencies. Prominent national brands including The Walt Disney Company, Goodyear, Shell Lubricants, Medco Health Solutions, Inc., General Mills, and Hard Rock International look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

With more than 50 industry honors, 2009 was a tremendous year for the agency. These honors include being named Midsize Agency of the Year by *PRWeek* and *PR News* as well as Consumer Agency of the Year and Best Agency to Work For in America by *The Holmes Report*. For more information on Coyne PR visit [www.coynepr.com](http://www.coynepr.com).

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