



For Immediate Release

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**Bona® US Teams Up with The Breast Cancer Research Foundation to Give Back
Bona Will Donate \$3 For Each “Pink” Hardwood Floor Mop Purchase to Help Find a Cure**

Aurora, Colo., September 18, 2013 –[Bona US](#), the world leader in hardwood floor care and maintenance since 1919, announced today that it has partnered with The Breast Cancer Research Foundation® (BCRF) to help raise funds and awareness around finding a cure for breast cancer. Bona is offering a limited-time pink Bona Hardwood Floor Mop exclusively at Bed, Bath & Beyond available September 11-November 30, 2013. For each mop sold, Bona will donate \$3 to BCRF to support its efforts in finding a cure for breast cancer.

“With Breast Cancer Awareness Month just around the corner, it’s important for us to help elevate awareness around fighting this disease,” said Chad Nordhagen, Director of Marketing, Bona US. “BCRF is an amazing foundation solely committed to breast cancer prevention and finding a cure. Bona is honored to be part of their efforts.”

BCRF’s mission is to achieve prevention and a cure for breast cancer in our lifetime by providing critical funding for innovative clinical and translational research at leading medical centers worldwide, and increasing public awareness about good breast health. Currently, 91 cents of every dollar spent by BCRF is directed towards breast cancer research and awareness programs. For more information on The Breast Cancer Research Foundation visit www.bcrfcure.org.

“The Breast Cancer Research Foundation is looking forward to this new partnership with Bona US,” said Myra Biblowit, President & CEO of BCRF. “As we aim to advance our mission of prevention and a cure for breast cancer in our lifetime, we look to the devoted support of our partners that aspire to give back and share in our efforts to fund lifesaving research. Your commitment to BCRF’s efforts enable us to fund promising research that will, one day, rid the world of breast cancer.”

The pink Bona Hardwood Floor Mop combines Bona’s quick drying, no-residue, non-toxic cleaner with a durable, high-quality microfiber mop that is effective and safe for floors, families and the environment. The mop also comes with Bona’s microfiber cleaning pad which picks up moisture and dirt, leaving floors clean with no dulling residue. Bona’s floor care products are GREENGUARD Indoor Air Quality Certified® and certified for GREENGUARD’s more stringent Children and Schools Program.

The pink Bona Hardwood Floor Mop retails for \$39.99 and is available exclusively at Bed, Bath & Beyond as well as a limited number of mops at www.mybonahome.com.

About Bona US

Bona US is the North American subsidiary of BonaAB in Malmö, Sweden. Bona US manufactures and distributes floor and home care products. Bona’s hardwood floor care systems have been successful in the professional market for 90 years. Consumer products are available in most major retail outlets throughout the U.S. and North America. With certifications like GREEN GUARD, the company has also been recognized for formula innovations that are pH-neutral and non-toxic. For more information, please contact Bona US at (800) 872-5515 or www.MyBonaHome.com.

ABOUT THE BREAST CANCER RESEARCH FOUNDATION®

The Breast Cancer Research Foundation®, founded by Evelyn H. Lauder in 1993, is an independent not-for-profit organization committed to funding scientific research to achieve prevention and a cure for breast cancer in our lifetime. In 2013, BCRF committed \$45 million to support the work of more than 200 researchers at major medical institutions across 12 countries, including the US. With 91 cents of every dollar spent by BCRF directed towards breast cancer research and awareness programs, BCRF remains one of the most fiscally responsible charities in the country. For the eleventh time since 2002, it has earned 4 stars from Charity Navigator. Additionally, BCRF is the only breast cancer organization rated an “A+” by CharityWatch. For more information about BCRF, visit www.bcrfcure.org.

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