

GRAND BOULEVARD

— Sandestin® —

Coldwater Creek

FOR IMMEDIATE RELEASE

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Coldwater Creek Stores Invite Women to "Try It On for the Cure®" and Join In The Fight Against Breast Cancer

*Proceeds from the One Day, Fashion Based Fundraiser to
Benefit the Local Affiliate of Susan G. Komen for the Cure®*

(Grassroots Newswire) -- Coldwater Creek, a national, leading retailer of quality fashion for women, is gearing up to host the Fall segment of its semi-annual, nationwide "Try It On for the Cure®" initiative at Grand Boulevard at Sandestin®. The one day only event, hosted on Sunday, September 13th, during regular store hours, encourages all area women to stop in to any of the Coldwater Creek stores and try on clothes as a fun and easy way to join in the fight against breast cancer. Proceeds from the fundraiser will benefit the local affiliate of Susan G. Komen for the Cure®.

Coldwater Creek's "Try It On for the Cure®" is a simple program that has far reaching benefits for women and no purchase is necessary to take part. For everyone who enters a dressing room and tries on an item from Coldwater Creek's extensive collection at any store on September 13th, Coldwater Creek will donate \$1 to the local affiliate of Komen for the Cure.

For those who choose to make an in-store purchase during the one day fundraiser, the retailer will also donate 10 percent of the day's sales from each of these stores to the local affiliate of Komen for the Cure.

"Try It On for the Cure is a terrific example of how people can get involved in the breast cancer movement in a fun and meaningful way," said Hala Modellmog, CEO of Susan G. Komen for the Cure®. "We're grateful for the longstanding and constant support of our friends at Coldwater Creek, who have done so much to advance Komen's mission to save lives and end breast cancer forever."

Supporting Susan G. Komen for the Cure has become a passion for Coldwater Creek. In all of the company's 350 plus stores across the country, they execute multiple programs that focus on raising funds that stay within each local community. During the company's last national "Try It On for the Cure®" event in April 2009, Coldwater Creek donated over \$100,000 to local Komen affiliates throughout the U.S. Whether individual stores are participating in the local Race for the Cure or hosting benefit fashion events, Coldwater Creek's goal is to give back to the community.

For more information on "Try It On for the Cure®", please visit your local Coldwater Creek store, visit www.coldwatercreek.com or visit www.grandboulevard.com.

About Coldwater Creek

Founded in 1984, and headquartered in Sandpoint, Idaho, Coldwater Creek is a leading specialty retailer of women's apparel, gifts, jewelry and accessories. The company sells its merchandise through premium retail stores across the country, online at coldwatercreek.com and through its catalogs. Coldwater Creek is in its fifth year as a National Sponsor of the Susan G. Komen Race for the Cure® Series and during that time has donated more than \$5.8 million to Komen.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.3 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.