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American Cancer Society Honors The Longaberger Company with Corporate Impact Award

COLUMBUS, Ohio – The American Cancer Society, Ohio Division, announced today that The Longaberger Company has been honored with an American Cancer Society Corporate Impact Award for its support of breast cancer research and education.

Longaberger, based in Newark, Ohio, received the award for its commitment to Horizon of Hope, an annual fundraising program that the company created in 1995 in partnership with the American Cancer Society. To date, Horizon of Hope has raised approximately \$13 million for American Cancer Society's research, education, advocacy, and patient services, and reached an estimated 18 million women with potentially life-saving information.

“The Longaberger Company is committed to our mission of eliminating cancer suffering and death. They arm women with life-saving cancer screening information and continue to raise money to help cancer patients and find better treatments for future patients,” said Don McClure, Chief Executive Officer of the American Cancer Society, Ohio Division.

Horizon of Hope brings together The Longaberger Company, Longaberger employees, 45,000 Independent Longaberger Home Consultants nationwide and the American Cancer Society to make a difference in the lives of others. Longaberger designs a Horizon of Hope basket and provides Horizon of Hope products with a portion of the proceeds going directly to the American Cancer Society. The company also distributes educational information, such as guidelines on mammograms and breast exams. The campaign also includes fundraisers by Home Consultants across the country and companywide employee events.

“I’m often humbled by the commitment our sales field and employees demonstrate each year in raising money for the important work of the American Cancer Society,” said Tami Longaberger, Chief Executive Officer and President of The Longaberger Company. “Together, our partnership is making a difference in the areas of breast cancer research and education for women across our country.”

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The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives from cancer and diminishing suffering from cancer through research, education, advocacy and service. For more information anytime, call toll free 800-ACS-2345 or visit www.cancer.org.

Founded in 1973, The Longaberger Company (www.longaberger.com) is America's premier maker of handcrafted baskets and offers a variety of other home and lifestyle products, including pottery, wrought iron and fabric accessories. There are approximately 45,000 independent home consultants in all U.S. states who sell Longaberger products directly to customers.

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