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**RIDEMAKERZ special pink toy car supports the fight against breast cancer this October**

IRVINE, CA (September 29, 2011)- In support of the fight against breast cancer, RIDEMAKERZ will donate \$5 to The Breast Cancer Research Foundation® for each customizable pink RZ Rascal RIDE purchased either [in-store](#) or [online](#), in October.

Driven by real-world car culture and a passion for having fun, RIDEMAKERZ inspires self-expression through the creation of one-of-a-kind toy cars or RIDEZ. The attitude-infused “punk pink” RZ Rascal is an obvious choice for this special partnership due to its head-turning style and color.

When purchasing the pink RZ Rascal, car enthusiasts of any age can have fun tricking-out the RIDE with a wide array of tires, wheels, spoilers, side pipes and other accessories and feel good about supporting such a worthy cause.

“The Breast Cancer Research Foundation has significantly improved the quality of care and survivorship for tens of thousands of breast cancer patients in the past decade and a half,” says RIDEMAKERZ ZEO (CEO) Larry Andreini. “RIDEMAKERZ is proud to support the Foundation by FUELING GOOD this October.”

Customize for a cause and visit [RIDEMAKERZ.com](http://RIDEMAKERZ.com) to build a punk pink RZ Rascal RIDE that showcases your personality, attitude and commitment to support those touched by the second leading cause of cancer death in women.

**About RIDEMAKERZ**

Since its inception in 2006, RIDEMAKERZ has been committed to the importance of play in the positive development of kids. Driven by real-world car culture and a passion for having fun, RIDEMAKERZ inspires self-expression through the creation of one-of-a-kind toy cars or RIDEZ. The brand’s intense focus on detail, quality and the joy of creating something unique has won praise from kids, parents, educators, industry leaders and car enthusiasts alike. To learn more, visit [RIDEMAKERZ.com](http://RIDEMAKERZ.com).

**About The Breast Cancer Research Foundation®**

Since its inception in 1993, The Breast Cancer Research Foundation® (BCRF) has raised over \$330 million to advance the most promising breast cancer research worldwide that will help lead to prevention and a cure in our lifetime. In 2011-2012, BCRF grants are supporting 186 dedicated researchers at major medical institutions across the globe. If not for BCRF, many facts about the genetic basis of breast cancer would not be known, the link between exercise, nutrition and breast cancer risk would not be established, and the rate of mortalities would not continue its downward curve. BCRF-funded scientists

are responsible for these and many other critical achievements. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country and is designated an “A+” charity by The American Institute of Philanthropy, the only *cancer* organization to achieve this. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

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