



Press Release Contact Information:

Maimah Karmo
Tigerlily Foundation
Founder
11654 Plaza America Drive, 725
Reston, VA
20190
Voice: 703-869-9462
E-Mail: [Email us Here](mailto:info@tigerlilyfoundation.org)
Website: [Visit Our Website](http://www.tigerlilyfoundation.org)

**TIGERLILY FOUNDATION PARTNERS WITH CLEAVAGE CREEK CELLARS TO SUPPORT BREAST CANCER -
FOUNDER, Maimah Karmo, Cleavage Creek Model**

Cleavage Creek has agreed to donate 10% of all proceeds of purchases referred by Tigerlily Foundation. Additionally, Tigerlily Foundation's Founder, Maimah Karmo will be featured on the wine label of the Secret Red, with their newest wine release in October of 2008.

/24-7PressRelease/ - RESTON, VA, March 30, 2008 - Cleavage Creek winery partners with Tigerlily Foundation to support breast cancer awareness. Cleavage Creek will donate 10% of all proceeds of purchases referred by Tigerlily Foundation. Additionally, Tigerlily Foundation's Founder, Maimah Karmo will be featured on the wine label of the Secret Red, with their newest wine release in October of 2008.

To make a purchase, visit www.cleavagecreek.com and at checkout, let them know you were referred by Tigerlily Foundation.

Cleavage Creek, a California winery, was founded by Budge Brown, a businessman, who enjoyed 48 years of marriage with his wife Arlene. When she lost her battle with breast cancer in 2005, he was devastated. He turned his anger into action and decided to do something to fight breast cancer. He purchased the Cleavage Creek wine label, and now bottles fine wines under the Cleavage Creek name. Ten percent of the gross dollar amount of this operation is donated to research to fight breast cancer. The Cleavage Creek wines include 8 varietals. Among the wines are a Napa Cabernet, a Napa Petite Sirah, a Cabernet Syrah, a Merlot, a Merlot-Shiraz and a Chardonnay, all grown in Budge's own vineyards, as well as a Secret Red and a Secret White. The label of each wine features a photograph of a breast cancer survivor whose story is told on the Cleavage Creek website. "The world is full of people who enjoy good wines," says Brown. "When they buy Cleavage Creek products, they get a world class wine while helping to find a cure for breast cancer. When people learn about Cleavage Creek and the motivation behind it, well, if it reminds one person to go for a checkup, do a self-examination, or become more informed, we're accomplishing my goal of saving lives."

"We are excited that Cleavage Creek is donating a portion of sales to Tigerlily Foundation. Breast cancer affects us all; thus, we are steadfast in our mission to help people of every race, color and financial background become aware of breast cancer and to have the benefit of proper healthcare and treatment. Breast cancer does not discriminate. I learned first-hand that there is NO profile to breast cancer; but, you can survive if it is detected early. I am living proof. We are determined to ensure that women under 40, who are often misdiagnosed, get the recognition and timely treatment they deserve", Maimah Karmo, Founder, Tigerlily Foundation.

ABOUT TIGERLILY FOUNDATION

Founded in 2006 by a 32-year old breast cancer survivor, Tigerlily Foundation works to empower women to be responsible and educated when it comes to their health. Tigerlily Foundation is also dedicated to community outreach, via speaking, participating in educational programs, providing support through its Chemotherapy Buddy Program, Survivor Support Group, and its Funds for Families Programs among others. Please visit our website to learn more about Tigerlily Foundation, how you can help, and how to donate or sponsor our programs at www.tigerlilyfoundation.org.

Contact: Maimah Karmo, Founder, at maimah@tigerlilyfoundation.org, or write to us at Tigerlily Foundation, 11654 Plaza America Drive, #725, Reston, VA 20190/(703) 869-9462.