



## PRESS INFORMATION

### LOCAL DUXIANA STORE DONATES PROCEEDS TO HELP FIGHT BREAST CANCER IN NORTHERN TEXAS

**DALLAS, TX (July 11, 2008)**—The fight against breast cancer in Northern Texas is getting a boost from two local luxury bedding stores, DUXIANA Dallas and DUXIANA Fort Worth. The stores are donating a portion of the proceeds from the sale of DUX travel pillows to The Bridge Breast Network of Northern Texas.

The DUX travel pillows are specially marked with the breast cancer insignia. The proceeds will help The Bridge Breast Network provide diagnostic and treatment services for breast cancer to low income and uninsured woman in Northern Texas.

The DUX travel pillow with the breast cancer insignia is available at DUXIANA Dallas, located on 6134 Berkshire Lane, and DUXIANA Fort Worth, located on 6208 Camp Bowie Blvd.

“This benefit is a wonderful opportunity to help support women with breast cancer in our community. Almost everyone knows someone who has been affected by breast cancer,” said Serena Cole, owner of DUXIANA Dallas and DUXIANA Fort Worth. “We are giving a community call to action to help women get the resources they need to help fight breast cancer.”

The DUX travel pillow is a white goose-down cushion, encased in an Egyptian cotton pink pillowcase. Wanting to give back to her community, Cole had these DUX travel pillows specially made with the breast cancer insignia to honor The Bridge Breast Network.

According to a study by *The New England Journal of Medicine* in July 1993, women without private health care insurance who have breast cancer receive diagnosis later and die sooner than women with breast cancer who have insurance. The Bridge Breast Network is a non-profit organization that participates in the 16 county region of North Texas to provide funds for uninsured women with breast cancer.

“We are very grateful to DUXIANA for donating proceeds to support uninsured women of low income to fight breast cancer in North Texas,” said Priscilla Beshears, founder of Art for the Bridge Fund. “As a survivor of breast cancer, I can speak the truth: the only thing that could possibly be worse than having this disease is not having the resources to fight it.”



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### **LOCAL DUXIANA STORE DONATES PROCEEDS TO HELP FIGHT BREAST CANCER IN NORTHERN TEXAS (continued)**

#### **About DUXIANA Dallas and DUXIANA Fort Worth**

The DUXIANA Dallas, 6134 Berkshire Lane, and DUXIANA Fort Worth, 6208 Camp Bowie Blvd., are the only retail outlets in Texas that offer the handcrafted Swedish DUX bed. The stores were opened in 1995 and 1997, respectively, by owner Serena Cole. DUX ([www.DUX.com](http://www.DUX.com)) is one of the highest quality bed manufacturers in the world. For over 80 years, the Ljung family of Sweden has studied ways to blend the science of healthful sleep with the ultimate in comfort. By combining research, the finest natural materials and the most experienced craftsmen, DUX strives to develop the most advanced conventional bedding available. Their newest innovation is the DUX 8888, the only inner-spring mattress in the world with adjustable lumbar support. For more information, contact DUXIANA Dallas 214-739-8133 or DUXIANA Fort Worth 817-377-9183.

#### **About Bridge Breast Network**

Bridge Breast Network helps provide diagnostic and treatment services for breast cancer to low income and uninsured woman in the 16 county region of North Texas. The organization was founded in 1992 by a group of breast cancer survivors, united by Sally Knox, M.D., a breast specialist at Baylor University Medical Center in Dallas, Texas. For more information, please visit [www.bridgebreast.org](http://www.bridgebreast.org).

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