

# NEWS

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## PARTYLITE CELEBRATES MILESTONE IN FUNDRAISING FOR FIGHT AGAINST CANCER

### *More than \$10 Million Donated in 10 Years to the American Cancer Society*

**[November 20, 2008]** – PartyLite, the world’s largest direct-seller of home ambiance products, including candles, candle accessories, and spa and home fragrance products, has just announced a remarkable achievement: the company has contributed more than \$10 million during the last 10 years for the fight against cancer.

If you have ever attended a PartyLite home party, you probably agreed to round up your purchase to the nearest dollar, with the change donated to The American Cancer Society (the Society). You may not have known, however, that your modest donation helped fund one of America’s largest annual contributions to the fight against cancer.

With more than 20,000 independent consultants selling PartyLite products in the United States (and nearly 50,000 worldwide in 14 countries), a PartyLite home party is getting underway somewhere in the world every 18 seconds. Ten years ago, PartyLite U.S. created an award-winning program, **Change the World™**, which asked customers to donate the small change from their purchases to a charity. Consultants were polled to select the cause that would benefit, and they overwhelmingly named the fight against cancer, which touches so many lives. With this selection, a goal was set to raise \$10 million in 10 years through the Change the World™ program.

At its 2008 National Conference, PartyLite presented Flo Bryan, director of corporate alliances for the American Cancer Society, a check for \$1,168,259 for 2007 – bringing the 10-year contribution to \$10.5 million that PartyLite customers, consultants and employees have made to the American Cancer Society.

“We are proud of our decade-long partnership with the American Cancer Society in the fight against this terrible disease,” said J.P. Trottier, president of PartyLite U.S. “I am profoundly moved by the tremendous generosity and the creative efforts of our PartyLite family across the United States that made it possible for us to reach this extraordinary milestone.”

The \$10 million milestone is not a typical corporate charitable donation. Rather, it has been a true team effort, involving consultants, customers and corporate staff. Fundraising events may be as small as one person's backyard sale or as large as a meeting of thousands of PartyLite consultants "passing the bucket" among themselves in a large arena. Grassroots efforts, along with company sponsorships, programs and support, comprise each year's campaign of giving.

By encouraging their involvement, the Change the World™ program extends PartyLite's relationship with the Society to home party guests and hostesses. Customers who buy candles and accessories have an opportunity to help fight cancer by rounding up their purchase price to the nearest dollar (or up to \$10 if they choose to do so).

Raising money for the American Cancer Society has become deeply ingrained in the PartyLite culture. In 2008, the company joined the Society's highly respected **Relay For Life** National Corporate Team Program. Through this program, PartyLite sponsored 408 community-based Relay For Life teams, involving 4,000 PartyLite consultants and their friends and families in 47 states. According to the Society, PartyLite ranked sixth among 37 participating companies and raised \$560,000 for the fight against cancer. At each Relay event with a participating PartyLite team, PartyLite donated hundreds of candles, which were lit at nightfall in a moving luminaria ceremony honoring people lost to cancer, those fighting cancer, and those who have fought cancer and won.

PartyLite was also a corporate sponsor of the 2006 **American Cancer Society CAN Celebration on the Hill™**, donating candles for 25,000 luminaria that surrounded the Capitol Reflecting Pool in Washington, D.C.

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*Based in Plymouth, Mass., PartyLite was established in 1973 and is a member of the Blyth, Inc. family of home fragrance products and related candle accessories traded on the New York Stock Exchange under the symbol BTH. For more information about PartyLite, call 508-830-3100 or visit [www.partylite.com](http://www.partylite.com).*