



2009 was a super busy year for KAB with a ton of events. KAB went to the Roxy Jam in Hawaii where we raised \$2500 and donated these funds to the Rell Sunn Educational Fund.

Keep A Breast Traveling Education Booth was present at South by Southwest, Sturgis motorcycle rally, Van's Warped Tour (donations increased 1.5 times from 2008) and the Encinitas Bro Am where we donated \$500 to Stand Up for Kids which is an organization that helps homeless kids.

Keep A Breast partnered with Brookdale Senior Living in Colorado to host a series of Breast Cast Exhibitions.

KAB expanded the Music For Awareness program across the US and raised over \$30k.

KAB granted \$12k to Encinitas Acupuncture & Massage to offer alternative and adjunctive care for breast cancer patients going through chemotherapy and radiation therapy.

KAB also donated \$7875 to Lisa Luparello, mother of Channel Islands surfer Eddie Luparello, to help pay her hospital bills after she was diagnosed with Breast Cancer.

KAB was granted the SIMA Humanitarian Fund beneficiary award for a second year in a row. The Quiksilver Foundation, Fox Head, Adio, Progressive Skatepark, Unite the United and the Living Free all made greatly appreciated donations to our foundation.

KAB had two very successful brand collaboration partnerships: one with Pony shoes to create a Keep A Breast shoe, which raised \$18k and the other with Glamour Kills with a special Glamour Kills Keep A Breast wristband, which raised \$36,800.

The most noted change in 2009 was the sale of Keep A Breast merchandise. KAB started selling wristbands and tshirts to Zumiez and Loserkids, this allowed for expansion of our reach and the opportunity to share our message country-wide.

In October, KAB added another full time employee, our Young Survivor Advocate.