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**Breast Cancer Network of Strength® and SCA Personal Care North America,
Through Its TENA® Brand, Team Up to Offer Support to
Women Affected by Breast Cancer**

*SCA Participates in Mother's Day Walk to Empower and Makes Donation for Every Purchase of
TENA® Women™ Products To Help Ensure No One Faces Breast Cancer Alone*

Philadelphia, PA (May 7, 2009) – This Mother's Day, May 10, SCA Personal Care North America, which markets bladder control products and services under the globally-leading [TENA®](#) brand (formerly known as Serenity®), is teaming up with [Breast Cancer Network of Strength®](#), a national nonprofit organization dedicated to providing immediate emotional relief to anyone affected by breast cancer. In addition to supporting the organization's annual [Walk to Empower®](#) in Chicago, SCA will make a donation to Breast Cancer Network of Strength for every purchase of TENA® Women™ product packages¹ beginning in May to further raise awareness of the organization and the support resources it offers to women affected by breast cancer.

Each year on Mother's Day, Breast Cancer Network of Strength holds the Walk to Empower® in major cities across the country. Originally started in Chicago in 1991, the Walk to Empower® has raised \$42 million dollars to help ensure that no one faces breast cancer alone. The Chicago Walk to Empower® remains the largest cause-related event in the city, serving as a symbol of hope, inspiration and support and providing an opportunity for individuals to make a difference in the fight against breast cancer.

An estimated 240,000 women² will be diagnosed with breast cancer every year. And while survival rates for breast cancer are increasing, dealing with the diagnosis, doctor visits and treatments can be a frightening, stressful experience with a big emotional toll. Building a support community of family, friends and others affected by breast cancer can help women maintain a confident and positive outlook while fighting the disease.³

"We are delighted to be supporting the Breast Cancer Network of Strength® through our TENA® brand," said Spencer Deane, Vice President of Marketing for SCA Personal Care North America. "With more than 54 years of experience in the bladder control category, we understand the importance of feeling confident and knowing that you are not alone in your situation. We are committed to helping women build confidence while providing them with a support community and educational materials. Working with Breast Cancer Network of Strength allows us to further extend that commitment."

¹ SCA will make a monetary donation for each package purchased, up to \$270,000.

² Jemal A, Siegel R, Ward E, Murray T, Xu J, Thun MJ. Cancer statistics, 2007. *CA Cancer J Clin.* Jan-Feb 2007; 57(1):43-66.

³ "Expressing Emotions Helps Women with Breast Cancer," *American Cancer Society*, December 2000

This Spring, SCA began offering its first gender-specific protective underwear lines, TENA® Men™ and TENA® Women™, which feature the most advanced design enhancements on the market to meet the specific anatomical needs of men and women for superior protection, fit and discretion.

The Chicago Walk to Empower® will be held on Mother's Day, Sunday, May 10 at Grant Park in downtown Chicago at 8:00 a.m. Participants can opt to complete a one or three-mile walk or a five kilometer run.

For more information about Breast Cancer Network of Strength® and to register for a Walk to Empower® in your city, visit www.networkofstrength.org. Or register on site beginning at 6:30 a.m.

For information about TENA® products, and to learn more about the resources SCA offers to those experiencing bladder control issues, visit www.tena.us.

About [TENA®](http://www.tena.us)

With more than 50 years of experience, SCA, makers of TENA®, is the worldwide leader in the management of bladder control issues, providing products and services for individuals and healthcare services throughout 105 countries. TENA® provides a full range of absorbent products tailored to the distinct needs of men and women, including pantliners, daytime and overnight pads, male guards, protective underwear, briefs, skin care products, and underpads. TENA® is at the forefront of products that minimize the impact of incontinence and improve the everyday lives of people living or working with bladder weakness or incontinence. TENA® products feature innovative technologies, such as comfortable QuickDry™ topsheets, super-absorbent Lock Away Core™, and Advanced Odor Protection, to ensure protection, comfort and discretion for wearers. For more information, please visit: www.tena.us.

TENA® is owned by [SCA](http://www.sca.com), a global consumer goods and paper company based in Sweden, which develops, produces and markets personal care products, tissue, packaging solutions, publication papers and solid-wood products.

TENA® and Serenity® are registered trademarks of SCA Hygiene Products.

About Breast Cancer Network of Strength

Breast Cancer Network of Strength® provides immediate emotional relief to anyone affected by breast cancer through the YourShoes™ 24/7 breast cancer support center, which includes the country's only toll-free hotline staffed exclusively by breast cancer survivors.

For more information about Breast Cancer Network of Strength, visit www.networkofstrength.org. Peer counselors can be contacted at 1-800-221-2141, with interpreters available in more than 150 languages.