



FOR IMMEDIATE RELEASE

**TRAVALO ANNOUNCES PARTNERSHIP WITH
BREAST CANCER RESEARCH FOUNDATION AT MERCEDES-BENZ FASHION WEEK**

NEW YORK - Travalo is pleased to announce its partnership with the **Breast Cancer Research Foundation (BCRF)**. We have designed a pink coffret holding a pale pink and a hot pink **Travalo** sold only for the benefit of **BCRF** with \$4.00 from each purchase donated to their most important work. This item will be available at **TRAVALO.COM** beginning September 2014. As a proud supporter of **Mercedes-Benz Fashion Week**, **Travalo** will celebrate this collaboration at a reception, September 9, 2014 in the South Courtyard at Lincoln Center.

The Breast Cancer Research Foundation advances the world's most promising research to eradicate breast cancer in our lifetime. "**Travalo** is honored to partner with **BCRF**," said Carmit Turjeman, inventor of the brand. "We applaud them for their vitally important mission, and we hope to assist them in any way possible."

Travalo is a perfectly compact perfume atomizer that *never* leaks and is the easiest, most fashionable way to carry your favorite fragrance from work to the gym to your night out. **Travalo** is *the* approved carry-on accessory on EVERY airline, across the world. Designed to fulfill the needs of an active, busy lifestyle, **Travalo** offers convenience, style, and versatility that fragrance consumers require and deserve.

Travalo is also introducing **Milano**, the most refined and luxurious **Travalo** to date. With an incredible new custom-made high definition spray head, **Milano** is finished in opulent vegan leather, with finely crafted metal parts. Perfectly weighted and balanced, **Milano** feels special the moment you touch it, and is designed to last.

Travalo was created and patented by London-based Carmit Turjeman, a brilliant young entrepreneur and graduate of the prestigious Technion Institute of Technology. Just a few short years after beginning the painstaking work of creating a mold, claiming a world-wide patent, and producing her design, **Travalo** is now sold online and in thousands of stores worldwide.

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