



# **MICHE BAG SETS GOAL TO RAISE \$1 MILLION IN 2010, FROM HOPE BAG, PROCEEDS WILL HELP FUND CANCER RESEARCH**

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*(St Louis, MO. February 8, 2010)* Miche Bag, the company that created the wildly popular interchangeable handbag, released a new bag along with a big goal. The bag, called "Hope," features quotes from cancer patients and survivors and will be sold through Miche distributors worldwide. Proceeds from the sale of the bag to their Distributors will be donated to Huntsman Cancer Foundation in Salt Lake City to fund cancer research.

We at Miche Bag of St. Louis Metro LLC will also be working for the same cause by matching this donation by giving to local cancer research and treatment centers \$5 for every Hope shell sold (Big or Classic). We believe along with Miche Bag Corporate our time to learn, earn, and give is now. Miche's new product lines are sure to excite everyone and our future growth will allow us to do what give us purposes of life - helping with a worthy cause. This year promises to bring to all of us a great deal of satisfaction in our growth with a tremendous product and the great feeling of being able to give back to something as important as cancer research. We would like to thank all of our Sales Mangers and Retail Outlets in the St. Louis Metro area for their help in and exceeding our goal of \$2000 in contributions to the American Cancer Society Daffodil Campaign for the first two months. Our pledge for every Hope Shell has already reached the amazing total of \$2280! We look forward to the remaining year where we can all help in a worthy cause.

Miche CEO, Corbin Church, is also personally dedicated to this cause. "As a company, we needed to do something that would benefit the communities where

Miche is sold. It is crucial that our company's success lead to something bigger and more powerful and we all felt Huntsman Cancer Institute was the perfect association for Miche Bag." Church's goal is to raise \$1 million for cancer research by the end of 2010 who then unveiled the bag during a special presentation at the recent Miche Bag 2010 Conference. During the unveiling, he noted, "Six months ago, we started coming up with the idea that it was time for Miche Bag to give back. We've been so successful... and blessed, and we really wanted to do something in our community that really gave back." The purses were inspired by Miche Bags dealings with real-life cancer patients and survivors. The designers asked these brave folks for quotes describing their battle with cancer. The results are printed on the Hope purse in bold lettering: phrases like "Fight like a Giant," and "No Regrets." "In creating this shell we wish to honor all those whose lives have been affected by the devastating effect of cancer, with the voices of a few we salute the millions. Miche Bag is committed to the fight against cancer and helping to create a future of endless possibilities." For every Hope shell sold (Big or Classic) Miche Bag Corporate will donate \$5.00 to the Huntsman Cancer Institute of Salt Lake City to help with cancer research. And Miche Corporate will mostly certainly exceed their goal of a million dollars to cancer research because as of this January, they have already donated over \$200,000.