

Who's really cleaning up here?



It sounds noble: Buy this vacuum cleaner and Eureka will give a dollar to a breast cancer organization.

But wait. A dollar gift on a \$200 purchase is less than one percent—and Eureka caps its annual contribution from the sales at \$250,000.

Is the company spending more on its “Clean for the Cure” ads than it’s donating to the cause?

It’s not just Eureka. American Express donates a penny per transaction when you “Charge for the Cure.” BMW kicks in a buck per mile when you test-drive its cars, which produce chemical compounds linked to breast cancer.

Avon lipstick, Yoplait yogurt—the list goes on and on. During Breast Cancer Awareness Month, pink-ribbon promotions are everywhere.

Breast Cancer Action urges you to “think before you pink.” Will your purchase make a difference? Or is the company exploiting breast cancer to boost profits?

Preventing, curing, and guaranteeing quality treatment for breast cancer will require real change—and not the kind you carry in your pocket.

