

CCandy bar sales aid EHM Breast Care Center

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Representatives from the hospital and Euro-American Brands (EAB) with a prototype of the Strawberry Crème Bar. From left they are: Dr. Miguel A. Sanchez with Peter Leiendecker, Tami Targovnik, Brian Targovnik, and Dite Van Cleef, all of EAB, and Dr. Frank Forte, Dr. Lewis Attas and Englewood Hospital and Medical Center President and CEO Douglas Duchak.

ENGLEWOOD – Thanks to the generosity of two community-minded companies, Euro-American Brands (EAB) of Paramus and Ritter Sport of Waldenbuch, Germany, Englewood Hospital and Medical Center will be the recipient of a gift of at least \$100,000 to benefit The Leslie Simon Breast Care and Cytodiagnosis Center.

The donation will come from the sales of Ritter Sport's Strawberry Crème Bar, a delectable treat in the best tradition of the German company's popular upscale confections. The distinctive square bar, fashioned in the trademark shape created by company co-founder Clara Ritter in 1932 to fit in a gentleman's sport coat pocket, is wrapped in the pink most commonly associated with breast cancer awareness. The creamy, fruit-filled offering can be found in numerous retail outlets across the United States, and in the Medical Center's Drapkin Café and gift shop. The bar also will be included in the complimentary snacks provided to Englewood Hospital's infusion patients, many of whom are undergoing chemotherapy for cancer.

Using the launch of the candy bar in the United States as a way of promoting breast cancer awareness and raising funds for the hospital was the idea of EAB, a major importer of European delicacies. After EAB's owners, Bergen County residents Dite Van Cleef, Tami Targovnik and Peter Leiendecker conceived of the project, Dite and Peter were able to successfully present the idea to the Ritter family, still at the helm of the company since its start almost one hundred years ago.

Initially, EAB pledged a minimum donation of \$50,000, to come from the profits of the candy bar. Their guaranteed gift was soon matched by Ritter Sport for the grand total of \$100,000. The candy company's owners, who know from personal experience the effects of breast cancer, welcomed an opportunity to spread awareness about the disease while supporting the work of The Leslie Simon Breast Care Center, acclaimed worldwide as a model for breast care centers.

The motivation for EAB to sponsor the promotion also sprung from a place close to home. "It made sense to us to donate to our local hospital, where so many people we know have received such wonderful care," Dite explained. "We're also proud and fortunate that The Leslie Simon Breast Care Center is a world-renowned pioneer and leader in the diagnosis and treatment of breast cancer."

The company's employees have embraced the campaign whole-heartedly. They sport pink shirts at all trade shows, sign off on orders with pink-ribbon pens, and, of course, love to munch on the pink bar throughout the workday. EAB assigned its 2010 summer interns, Ian Targovnik and Michael Wasserman, to work full-time on the campaign by developing lists, helping to produce sales and promotional materials, compiling and distributing press kits, and making warehouse runs for product. The two most-dedicated college students even hand delivered press kits to media outlets in New York City and New Jersey. Distribution and promotion of the Strawberry Crème Bar has become a cause near and dear to the hearts of the people of EAB, a top importer of confections and specialty foods in the United States.

Ritter Sport is helping spread the word around the world through the distribution of mini-bars at events, promotion on the company's website and social networking on Facebook. The hope is that in addition to garnering support for this project, the company will generate interest in like-minded projects around the world.

"We are deeply touched and gratified by the support of Euro-American Brands and Ritter Sport in our work with breast cancer patients," said Medical Center President and CEO Douglas A. Duchak. "Their efforts will not only support The Leslie Simon Breast Care and Cytodiagnosis Center, but also spread awareness about breast cancer in the United States and around the world. We are very proud to have them as partners in caring."

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