

Herberger's reaches \$4.2 million for breast cancer research

Written by Sunny

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Herberger's and its parent company The Bon-Ton Stores, Inc. (NASDAQ:BONT) raised more than \$100,000 for its breast cancer charity partners through its annual Charge Against Breast Cancer™ and October Pink Shops in 2012. Its beneficiaries—Medical College of Wisconsin Cancer Center, Holden Comprehensive Cancer Center at the University of Iowa; Lynn Sage Cancer Research Foundation; Masonic Cancer Center, University of Minnesota; and The Breast Cancer Research Foundation—have benefitted from Bon-Ton's support since 1998. Bon-Ton has donated a total of \$4.2 million to these charities throughout the years. Brendan Hoffman, President and CEO of The Bon-Ton Stores, Inc. said, "Breast cancer touches the lives of many of our customers and associates. Everyone at Bon-Ton is very proud of the money we have raised in the hope of finding a cure for this disease."

Charge Against Breast Cancer™ offers Bon-Ton customers an opportunity to be involved in this important cause throughout the year. The customer simply uses his or her Bon-Ton credit card to make a purchase and the Company makes a donation to fund breast cancer research.