Magid® Launches “Think Pink” Campaign in Conjunction with Breast Cancer Awareness Month
Leading provider of safety products and services offers pink personal protection equipment to raise funds and awareness

CHICAGO, IL, August 27, 2014 — Magid, the leading manufacturer and distributor of safety solutions and personal protective equipment (PPE), and the National Breast Cancer Foundation (NBCF) have united in the fight against breast cancer for Breast Cancer Awareness Month.

Magid is encouraging its customers to select from an assortment of pink PPE, including gloves, eye protection and hard hats, to wear throughout the month of October. Magid will donate 10 percent of the pink PPE sales to the National Breast Cancer Foundation.

“We’re offering a variety of pink PPE products and urging our customers to ‘Pink Out’ their workforces to show support during Breast Cancer Awareness Month,” said Gigi Cohen, Executive Vice President and Co-Owner of Magid. “For us, safety and wellness go hand in hand and this is a great way to partner with our customers for a cause that affects so many women and their families.”

The pink PPE brands being offered include Magid’s own lines of hearing protection, eye protection and gloves, as well as products from PIP, Showa Best and Honeywell. The products include Magid’s ChromaTek® cut-protection glove, which comes in a variety of high-visibility colors, including pink, and an innovative women’s gardening glove that works with touchscreen devices and smartphones.

“We’re delighted to partner with a company like Magid to help raise funding and awareness in the industrial and occupational safety space,” said Brent Hail, Senior Vice President of Development for NBFC. “The funds they raise will be used to help educate women around the world about breast cancer and the importance of early detection.”

About the National Breast Cancer Foundation, Inc.*
Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation’s (NBCF) mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. A recipient of Charity Navigator’s highest 4-star rating for ten years, NBCF provides women Help for Today...Hope for Tomorrow® through its
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National Mammography Program, Beyond The Shock®, Early Detection Plan, MyNBCF online support community, and breast cancer research programs. For more information, please visit www.nbcf.org.

About Magid
Headquartered in Romeoville, IL, Magid is America’s leading manufacturer, distributor and direct supplier of personal protective equipment (PPE) including hand protection, protective clothing, above-the-neck-protection and first aid products. A valued partner in safety to thousands of companies since 1946, Magid offers its own signature Magid branded products as well as products from top-quality brands such as 3M™, Ansell®, DuPont™, Honeywell, Kimberly Clark®, MAPA®, MSA, Showa and many more. For more information about Magid or its full line of personal protective safety equipment and services, please visit www.magidglove.com or call 1-800-444-8030.

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