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## Tigerlily Foundation

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### **Not Just Any Old Day® Partners with Tigerlily Foundation by Donating Proceeds of Anniversary Calendar Key**

*October has become well known as the month for donations to fight breast cancer. But, breast cancer is a 365 day of the year disease. In October 2009, Not Just Any Old Day® joined the fight against breast cancer by launching its line of Silver plated Calendar Keys marked with a PINK stone.*

Reston, VA, December 29, 2009 --([PR.com](#))-- October is not the only PINK month for Not Just Any Old Day®

October has become well know as the month for donations to fight breast cancer. But, breast cancer is a 365 day of the year disease.

In October 2009, Not Just Any Old Day® joined the fight against breast cancer by launching its line of Silver plated Calendar Keys marked with a PINK stone. Beginning in 2010, 20% of the profit from each PINK key sold each and every day of the year will be donated to the Tigerlily Foundation. Their mission is - To educate, advocate for, empower and provide hands-on services and support to young women (15-40), before, during and after breast cancer.

"The Tigerlily Foundation is an incredible cause, and Maimah Karmo, Tigerlily Foundation's Founder and young adult breast cancer survivor, is an amazing inspiration to women who are fighting the battle with Breast Cancer" says Michele Esposito, owner of Not Just Any Old Day®. Donations to Tigerlily Foundation do so much for the day-to-day support, both emotionally and financially, that young women face and help them with much-needed resources as they navigate treatment and beyond.

The silver plated PINK Calendar Key is a special way to acknowledge the date either you or someone you love was given the wonderful news that they are now cancer free. Or, to remember someone you love who might have lost the battle with Breast Cancer.

About Not Just Any Old Day®

Not Just Any Old Day® in business since 2008, is known for its "signature" original Calendar Keepsake Charm collection which is available on a wide variety of jewelry and gifts items – perfect for many of life's special celebrations. Each piece is specially made and hand marked with a beautiful Swarovski crystal. Not Just Any Old Day® Calendar Keepsake Charms are sold via their website at [www.notjustanyoldday.com](http://www.notjustanyoldday.com)

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#### About Tigerlily Foundation

Tigerlily Foundation was founded by Maimah Karmo after she was diagnosed with breast cancer at 32-years old. Tigerlily Foundation's mission is to educate, advocate for, empower and provide hands-on support and services to young women - before, during and after breast cancer. Visit [www.tigerlilyfoundation.org](http://www.tigerlilyfoundation.org) to learn more about Tigerlily Foundation, donate or support its programs.

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