

*Immediate Release*



## **HipPurse.com Helps to Raise Funds for The Connecticut Challenge**

**June 25, 2009, ROCKY HILL CT** – HipPurse.com and The Connecticut Challenge have come together to raise money for its foundation, which creates supportive care resources for cancer survivors in Connecticut. Since 2005 the organization has supported existing or developing survivorship programs at Yale Cancer Center, Connecticut Children’s Medical Center in Hartford, St. Vincent’s Medical Center in Bridgeport and Stamford Hospital.

The Connecticut Challenge also provides research grants, sponsors medical symposiums and promotes survivor education and awareness events. The organization raises money primarily through the annual Connecticut Challenge Charity Bike Ride. The ride is scheduled for Saturday, July 25, 2009, starting and finishing in Fairfield CT. Riders of all ages and skill levels can register for a 12, 25, 50, 75 or 100-mile ride and raise funds from personal sponsors to support their efforts.

HipPurse.com is donating 50% of all proceeds to the foundation until race-day. President of the Company, Ladene Paulino, shares, “This fundraiser hits very close to home and we are pleased to provide support for The Connecticut Challenge and its initiatives for the upcoming year. We are also displaying our entire collection at the event to make sure everyone has an opportunity to help support the cause. One HipPurse in particular, the Venture, is the perfect accessory for small essentials needed for a day on the bike.”

The HipPurse™ is a lightweight, fashionable purse that can be worn three different ways – clipped on the waistband, strapped around the waist or worn over the shoulder. Each HipPurse includes an adjustable and removable strap and the idea is to “Travel Hands-free with Style.” To see the entire collection, please visit [www.HipPurse.com](http://www.HipPurse.com).

To learn more about the organization or to volunteer, donate or join the ride, please visit <http://ctchallenge.org/index.php> In addition, there are various scheduled events to raise money for The Connecticut Challenge in hopes to reach a record goal for the foundation this year. Please review the upcoming schedule of events here [http://ctchallenge.org/index\\_sub.php?did=89](http://ctchallenge.org/index_sub.php?did=89)

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