

## **For Immediate Release**

### **Media Contact:**

Darin Linnman  
PR Manager  
503-247-3448 x214  
dlinnman@moonstruckchocolate.com

### **Moonstruck Chocolate Co. Offers Mother's Day Gifts With Meaning**

A Portion of Seasonal Sales will go to Local Susan G. Komen Affiliate

(Portland, Ore. – April 16, 2009) – Moonstruck Chocolate Co., the Portland, Ore.-based handcrafted artisan chocolate maker, has teamed up with the Oregon and SW Washington Affiliate of Susan G. Komen for the Cure® to offer unique Mother's Day gifts in support of the fight against breast cancer. Through Mother's Day, the chocolate company will be selling four products exclusively in its Moonstruck Chocolate Cafés with a portion of the proceeds going to Komen.

Moonstruck Chocolate Co. has redecorated two of its most popular truffles, the Milk Chocolate Gift Truffle and the Extra-bittersweet Truffle, with the signature Komen pink ribbon. Moonstruck's artisan chocolate makers meticulously hand-paint each pink chocolate ribbon on the truffles, resulting in chocolates that are unlike any other found anywhere.

The company is also offering a limited edition nine-piece box of chocolates wrapped in a festive pink paper and tied with a pink ribbon. Moonstruck Chocolate Co. will donate 10% of the sales the two truffles and the nine-piece pink-wrapped box to the local Komen Affiliate.

In addition, Moonstruck Chocolate Co. has created limited edition posters featuring the company's stylish and distinctive Mother's Day promotional artwork. The company will donate 100% of the proceeds from sales of the poster to the local Komen Affiliate.

"This Mother's Day, we really wanted to offer gifts that would not only delight any mom but that would also benefit the broader community," said Allyson Savage, marketing director at Moonstruck Chocolate Co. "We are honored to be able to team with a local organization that has done so much good in our region."

"Our partnership with Moonstruck Chocolate Co. is a wonderful example of a local company giving back to a local nonprofit," said Christine M. McDonald, executive director of the Oregon and SW Washington Affiliate of Susan G. Komen for the Cure.

"The funds raised by our Affiliate stay in Oregon and SW Washington to pay for mammograms for the uninsured, provide survivor support resources and educate the community about breast cancer and breast health."

Moonstruck Chocolate Co.'s Komen-themed Mother's Day products are available now exclusively at the five Portland-area Moonstruck Chocolate Café locations: NW 23<sup>rd</sup> & Glisan, SW Alder & 6<sup>th</sup>, Pioneer Place, Beaverton Town Square and Lake Oswego Village. The products will remain available through Mother's Day (May 10) or while supplies last.

**About Moonstruck Chocolate Co.**

Established in 1993, Moonstruck Chocolate Co. was founded on the premise that chocolate is an indulgence for all the senses. Moonstruck Chocolatier uses only the finest and freshest ingredients, including chocolate that originates from some of the most exotic and highest quality cocoa beans in the world. The company's award-winning artisan chocolates, which were featured as the official chocolate of the 77<sup>th</sup> and 78<sup>th</sup> *Annual Academy Awards*® gift baskets, are handcrafted, hand-decorated and hand-packaged in Portland, Ore. Moonstruck Chocolate Co. also owns and operates five Moonstruck Chocolate Cafés in Portland. For more information, please visit [www.moonstruckchocolate.com](http://www.moonstruckchocolate.com).

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