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RUGGED RIDGE GOES PINK FOR NATIONAL BREAST CANCER AWARENESS MONTH

*Jeep Parts and Accessories Industry Leader Pledges to Make Charitable Donation
For Every Pink Jeep and Off-Road Product It Sells in 2015*

Suwanee, Ga. (October 6, 2015) – [Rugged Ridge](#)[®], a leading manufacturer of high-quality Jeep[®] parts and accessories, today announced that it has partnered with the Breast Cancer Research Foundation by pledging to make a charitable donation of \$5 for every pink Jeep and off-road product it sells in 2015.



Rugged Ridge will donate \$5 to the Breast Cancer Research Foundation for every pair of pink D-Shackles (**above**) and grab handles (**below**) it sells in 2015.

Photo Credit: Omix-ADA/Rugged Ridge



As October kicks off Breast Cancer Awareness month, campaigns across the nation are launching in an effort to draw more consciousness to prevention and bring to the forefront the values in supporting the cause. Breast cancer is the second most common cancer among women, affecting one in every eight women. The Breast Cancer Research Foundation is an independent non-profit organization founded in 1993 to bring awareness to and fund treatment and research for breast cancer.

Omix-ADA supported this cause in the past with a \$50,000 donation to the Breast Cancer Research Foundation, which was presented at the 2013 SEMA Show in Las Vegas, Nevada.

“We are glad to once again show our progressive stance on Breast Cancer Awareness with this new pledge,” said Al Azadi, President and Founder of Omix-ADA/Rugged Ridge. “It really hits close to home for most people. Just about everyone at one point has known someone affected by breast cancer in some way, so we want to do everything we can to help reach a cure one day.”

One of the missions of the Breast Cancer Research Foundation since its founding has been to encourage women to undergo regular breast exams in an effort to detect the disease in its early stages and also for healthcare facilities to provide quicker, less intrusive measures for examinations. With the support and contributions of millions from across the nation, new technologies are being developed to help decrease the

diagnosis time and provide more reliable tests.

In addition, Breast Cancer Awareness (year round) has helped provide support for those who have been diagnosed, creates new treatment options, and improves the recovery time for treatment.

To learn more about the Breast Cancer Research Foundation and their continuous efforts or to help fight for the cause, visit <http://www.bcrfcure.org/get-involved>.

For more information on early detection and prevention, please visit the National Breast Cancer Foundation at: <http://www.nationalbreastcancer.org/breast-cancer-awareness-month>.

Part No.	Description	Retail Price
11235.09	Rugged Ridge Pink D-Shackles, 3/4", pair *Rugged Ridge to donate \$5 per every pair sold in 2015	\$24.99
13505.01	Rugged Ridge Pink Grab handles, pair *Rugged Ridge to donate \$5 per every pair sold in 2015	\$24.99

ABOUT OMIX-ADA, INC.

Omix-ADA®, Inc. is the world's largest independent manufacturer and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For more than two decades, Omix-ADA has designed, tested and manufactured more than 16,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge® and Alloy USA®, are distributed throughout the USA and in more than 70 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit www.omix-ada.com.

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