Hats Off to Madcapz for Raising Money for the HERA Foundation

MapCapz Joins HERA’s Partners in Action Program and Introduces the HERA Cap

4/3/10 - The HERA Women’s Cancer Foundation (Health, Empowerment, Research, Awareness), a non-profit ovarian cancer organization, announces that Madcapz, a New York-based women’s hat company, is donating $3 from each sale of its new HERA cap to the non-profit. Madcapz recently debuted the HERA baseball cap in its spring 2010 collection. The teal hat, which is the latest addition to HERA’s Partners in Action (PIA) program, a group of products that donate a percentage of sales to HERA, is 100 percent cotton and features Madcapz’s signature female contouring design, an adjustable strap and a ponytail holder for added comfort. The HERA cap retails for $19.99 and includes a HERA Partners in Action hangtag that features facts and symptoms about the disease. It is available immediately at www.madcapz.net.

Together HERA and Madcapz hope to raise awareness of ovarian cancer symptoms and ultimately increase the rate of early diagnosis. According to the American Cancer Society, one in 71 women will be diagnosed with ovarian cancer in her lifetime. With early detection, 93 percent survive, yet currently less than 20 percent of incidents of ovarian cancer are caught while still in the early stages.

“Our hats are designed specifically for women, therefore we feel it’s extremely important for us to inform our customers about issues that affect them, such as ovarian cancer, as often as we can,” explains Carrie Bell, Madcapz’s founder and president. “We are committed to educating women about ovarian cancer, to empowering them to take control of their health, and by working with the HERA Foundation, finding a cure.”

“To effectively combat ovarian cancer we need to raise awareness of the disease’s signs and symptoms. Until science can provide women with an effective and reliable early detection test, awareness and education are our best defense,” explains Danni Lederman, the HERA Foundation’s executive director. “Our partnership with Madcapz allows HERA to reach a very broad audience of women. They are an excellent addition to our Partners in Action program and we look forward to a very successful relationship.”

About HERA Partners in Action – The HERA Partners in Action program enables companies to “give back” a portion of sales from a product or group of products to the HERA Women’s Cancer Foundation. Designated Partners in Action products include hangtags that educate consumers about ovarian cancer facts and symptoms. Partners include: Bronwen, Bluwetar Ropes, Evolv, Frikin, Fox River, Madcapz, MadRock, Omega Pacific, Petzl, Seattle Manufacturing Company. Awareness Partners include Sterling Ropes and Stonewear Designs.

About the HERA Foundation – The HERA Foundation is a registered 501 (c) (3), whose mission is to stop the loss of women and girls to ovarian cancer by empowering women to take control of their health, empowering the medical community to find new directions in ovarian cancer research and empowering communities to provide support. HERA is an acronym for Health, Empowerment, Research and Awareness. For more information, visit www.herafoundation.org.

About Madcapz – The MADCAPZ brand of fun feminine baseball caps are made specifically for women by a woman. These 100% cotton caps feature a low profile fit that women love, an adjustable strap for easy sizing, and more than 20 colorful prints to choose from. The MADCAPZ lines also include visors and children’s baseball caps and are made in the USA. The products retail from $10.00 to $19.99 and are sold online as well as in golf retailers, golf pro shops, tennis retailers, hospital gift shops, oncology boutiques and gift stores around the country.

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