LuAnnMcLane

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**AUTHOR LUANN MCLANE JOINS PENGUIN GROUP (USA) INC. IN THE FIGHT AGAINST BREAST CANCER BY ENCOURAGING READERS TO “READ PINK.”**

**Naples, Florida, September 5th, 2013**

“My mother is a breast cancer survivor so I was honored when my novel PITCH PERFECT was selected,” says LuAnn McLane about her participation in Penguin’s Read Pink Program. Penguin will donate $25,000 (regardless of book sales) to The Breast Cancer Research Foundation, a nonprofit organization making extraordinary progress in the fight against breast cancer. If not for BCRF many facts about the genetic basis of breast cancer wouldn’t be known along with the link between exercise, nutrition and breast cancer risk. BCRF scientists are responsible for these and many other critical achievements. “But the fight is far from over,” says McLane. “That’s why continued research and funding is so important.”

McLane’s PITCH PERFECT is one of eight bestselling mass market titles selected. Participating authors include, Jodi Thomas, Carly Phillips, JoAnn Ross, Karen Rose, Catherine Anderson, Kate Jacobs, LuAnn McLane and Nora Roberts. These special editions have the Read Pink seal on the front cover conveying support of the cause and encouraging readers to become involved. For more information visit: www.penguin.com/readpink