

Ben Bridge Jeweler and Mikimoto Team Up to Support UC San Diego's Moores Cancer Center in Its Quest to Find Cure for Breast Cancer

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Jade Berggren

The Rebecca and John Moores UCSD Cancer Center has been chosen by Ben Bridge Jeweler to benefit from its special campaign to help fund the fight against breast cancer and celebrate survivors of the disease. Through the month of December, San Diego area Ben Bridge Jeweler stores will donate a portion of proceeds from sales of a special line of MIKIMOTO pearl jewelry which takes its inspiration from the pink ribbon—a symbol that has become synonymous with breast cancer awareness. The generous gift will support the Moores UCSD Cancer Center in its continued commitment to finding effective treatments and cures for breast cancer.

"We are honored to have been selected by Ben Bridge Jeweler to benefit from this worthwhile program," said Moores UCSD Cancer Center Director Dennis Carson, M.D. "The dollars generated from this special fundraising initiative will assist us in furthering the mission of the cancer center—to translate scientific discoveries into the best possible options for the prevention, diagnosis and treatment of cancer."

MIKIMOTO's special *Everything is Possible with Hope* line includes a limited collection of 12 cultured pearl pieces including pearl bracelets and necklaces strung on pale pink silk thread and jewelry featuring ribbon charms and pink sapphires. Since Kokichi Mikimoto succeeded in creating the world's first cultured pearl in 1893, the company has been recognized for presenting only the finest quality cultured pearls.

The special MIKIMOTO pearl collection is available at the San Diego Ben Bridge stores in Fashion Valley, Westfield North County and Westfield UTC. The Moores UCSD Cancer Center is the sole cancer research facility in California to receive proceeds from the special campaign.

For more information on the *Hope* campaign, contact Tammy Traudt at (858) 822-1390.

Media Contact: Jade Berggren, 858-822-5309

