

## **Cake and a Prayer Announces Partnership with ABCAP to Raise Breast Cancer Awareness Among Women in Underserved Communities**

*For each "PINK" Cake and a Prayer® gift package purchased during the month of October, Cake and a Prayer will donate \$5 to ABCAP (Anaia's Breast Cancer Awareness Program). ABCAP is a not-for-profit, 501c3 organization focused on increasing awareness and providing education to women in underserved communities, about the importance of early detection in the fight against breast cancer.*

([PRWeb](#)) September 29, 2008 -- In support of Breast Cancer Awareness Month in October, [Cake and a Prayer](#), an online specialty provider of delicious cakes and spiritually uplifting gifts, has created the ["PINK" Cake and a Prayer® gift package](#). This truly unique gift will touch, move and inspire those impacted by breast cancer. Each "Pink" gift package includes:

- Personalized prayer message for the gift recipient
- 6-inch or 10-inch succulent lemon pound cake
- 5x7 elegantly framed scripture or words of inspiration

For each ["PINK" Cake and a Prayer® gift package](#) purchased during the month of October, Cake and a Prayer will donate \$5 to ABCAP (Anaia's Breast Cancer Awareness Program).

ABCAP is a not-for-profit, 501(c)(3) organization focused on increasing awareness and providing education about the importance of early detection of breast cancer.

In April 2004, Anaia Bedford lost her battle to breast cancer. Her husband Ken Bedford began the crusade to fight breast cancer and to help educate women in underserved communities who often lack information, insurance and overall access to healthcare. He formed ABCAP (Anaia's Breast Cancer Awareness Program), in memory of Anaia to assist women who cannot afford mammograms and to help overcome the fears and myths they have about the disease.

[Cake and a Prayer](#) has joined the battle for very personal reasons because they know first-hand the devastating impact breast cancer can have on a family and a community. President and CEO, Kimberly Corley, has lost a family member to breast cancer and currently has two friends in the midst of their battle.

"The fight against breast cancer is a personal one for us and for our customers, many of whom send gifts from Cake and a Prayer to uplift the spirits of family and friends who have been impacted by the disease," says Ms. Corley.

Order your ["PINK" gift package](#) at [www.cakeandaprayer.com](http://www.cakeandaprayer.com) or call 1-800-228-CAKE (2253). Give a "sweet" gift that will touch, move and inspire someone you love and Cake and a Prayer will give \$5 to help raise breast cancer awareness among women in underserved communities.

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