

TOBI TOBIN LAUNCHES LIMITED-EDITION HOPE CANDLE IN PARTNERSHIP WITH SUSAN G. KOMEN® FOR OCTOBER BREAST CANCER MONTH 2018

Available: tobitobin.com, *Survivor Video*: <http://bit.ly/2Qp7smZ>

LOS ANGELES, CALIFORNIA, USA, October 2, 2018 /EINPresswire.com/ -- Tobi Tobin, design and lifestyle visionary, announced today the release of a new, limited-edition candle benefiting the Susan G. Komen Foundation. Tobi Tobin aims to “Shine a Light on Hope” for everyone touched by breast cancer during Breast Cancer Awareness Month and beyond. The candle was inspired by the courage and endless optimism of those facing the disease, while raising critical funds to support Susan G. Komen’s efforts to save lives.

“Breast cancer affects everybody. I’ve dedicated the HOPE candle to help raise awareness for Susan G. Komen. Join me to fight the fight. Purchase the Tobi Tobin HOPE candle and help ‘Shine the Light on Hope,’” said Tobi Tobin.



The beautiful fragrance is sure to inspire everyone who supports this cause to “Shine a Light on Hope.” French Cassis opens this fresh and crisp fragrance, while Rose Petals, Osmanthus Blossom, Water Lily and Jasmine are well blended with Tiger Baby Melon, Grape Vine and Mediterranean Lavender. Additionally, the dry down is balanced with Vanilla & White Musk. The 9 oz. “HOPE” candle will be sold for \$78 beginning October 1st at Tobitobin.com, in the United States at Bloomingdale’s nationwide, in Canada at Hudson’s Bay and in Tobi Tobin’s flagship store in Los Angeles. From October 1st, 2018 through September 30, 2019, Tobi Tobin will donate 100% of the net profits (\$10 per candle sold) to Susan G. Komen, up to \$25,000.

Tobi Tobin also produced an inspirational [video](#) to help promote awareness for the campaign and Susan G. Komen. The video, which features several real life survivors, highlights each woman’s individual and triumphant story of strength and courage upon being diagnosed with breast cancer.

About Tobi Tobin

Michigan born, Tobi Tobin is a Los Angeles based Lifestyle Expert, whose work has graced the

cover of Architectural Digest and earned her the AIA award. Designing environments for some of the most powerful and influential people in Hollywood as well as abroad. Tobi Tobin injects fifteen years of experience into the public eye by launching her Tobi Tobin Luxury Collection that consists of candles, chocolates and fragrances.

"We're thrilled Tobi Tobin has created the "HOPE" candle. For those facing breast cancer, sometimes just getting through the day can be a struggle," said Paula Schneider, CEO, Susan G. Komen. "In addition to providing comfort to all those who light the candle, funds raised from this partnership will be used to support our efforts to give hope to those women and men who are facing the fight of their lives."

About Susan G. Komen®

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$988 million in research and provided more than \$2.2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in 60 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. That promise has become Komen's promise to all people facing breast cancer. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

Delia Sullivan
Bollare Communications
646-578-8185
[email us here](#)



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