



For Immediate Release

Corporate Contact: X-Rite
Matthew Chilton
(616) 803.2100
MatthewChilton@XRite.com

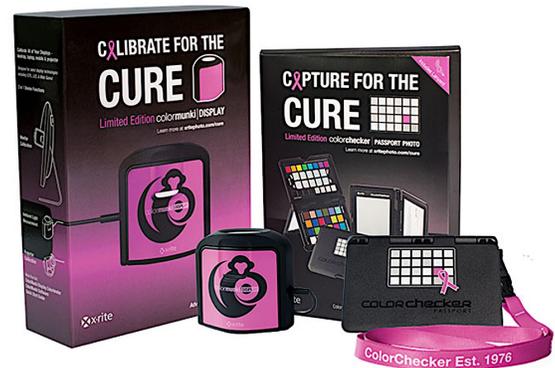
Media Contact: CJC Strategists
Charlé-John Cafiero
(212) 777.7654
XritePR@cjcstrategists.com

X-Rite Announces Pink Limited-Edition ColorMunki Display and ColorChecker Passport Photo, Joining Forces with Breast Cancer Research Foundation
Calibrate And Capture For The Cure—20% Of Sales Donated To Breast Cancer Research

SEATTLE, WASHINGTON – CLICK-AWAY 2016– X-Rite, Incorporated, the world leader in color management and measurement technologies (<http://xritephoto.com/>), is pleased to announce its partnership with the [Breast Cancer Research Foundation \(BCRF\)](#) and its ‘*Calibrate & Capture For the Cure*’ campaign with ColorMunki Display and ColorChecker Passport Photo limited ‘Pink’ collector-editions (www.xritephoto.com/cure). The campaign appropriately kicks-off [@Click-Away hosted by Click & Company](#), serving women photographers of all levels.

“Nearly everyone has been touched by breast cancer, and we are proud to leverage the ColorMunki and ColorChecker brands in our creative communities to help find a Cure. The Breast Cancer Research Foundation is a tremendous organization dedicated to the support of doctors and researchers worldwide,” states X-Rite Vice President of Product Marketing Chris Winczewski.

With each purchase of Pink Limited Edition [ColorMunki Display](#) and/or [ColorChecker Passport](#), X-Rite will donate 20% of product sales to BCRF, and available for order at the show, online www.xritephoto.com, and select X-Rite resellers. Great as a collector’s item, replacement product or simply support for a worthy cause.



“In becoming the symbol for breast cancer, the color pink spurred conversation and ultimately action,” said Sadia Zapp, Communications Director at the Breast Cancer Research Foundation. *“It sparked a movement and today we are closer than ever before to eradicating the devastating disease. By uniting with BCRF, the highest rated breast cancer organization in the country, our partners are committed to bringing the end of breast cancer.”*

[About X-Rite](#)

X-Rite and its subsidiary Pantone LLC is a global leader in color science and technology. X-Rite Pantone offers a range of color management solutions for the printing, packaging, photography, graphic design, video, automotive, paints, plastics and textiles industries: <http://xritephoto.com/>.

[About the Breast Cancer Research Foundation](#)

BCRF is dedicated to being the end of breast cancer by advancing the world's most promising research. Founded by Evelyn H. Lauder in 1993, BCRF-funded investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment and survivorship. BCRF, the highest rated breast cancer organization in the US, holds an "A+" from CharityWatch and top four-star rating from Charity Navigator: <https://www.bcrfcure.org/>.