

## ZÜCA's Popularity with Women Spurs Corporate Commitment

*Annual donation provides breast cancer support services to local community and beyond.*

- Leading provider of rolling bags makes 8th annual donation to help women with breast cancer
- [ZÜCA's customer loyalty](#) inspires company commitment to give back
- Increasing popularity with girls and makeup artists has turned ZÜCA bags into hot holiday gifts

[ZÜCA, Inc.](#), a leading innovator in rolling travel bags and luggage, is giving back to the community. Following a successful “Positively Pink” October promotion, ZÜCA will make a donation for the 8th year in a row to Bay Area Cancer Connections, a local community outreach organization dedicated to providing compassionate support and services to women and families affected by breast cancer.

When the ZÜCA bag started to grow in popularity with women who wanted a stylish yet sturdy bag to roll their professional gear, ZÜCA noticed. Hundreds of videos started popping up on YouTube featuring women who wanted to share what was in their makeup kit, how they packed their travel bag, or how ZÜCA was their favorite holiday gift of the season. In October of 2008, “Positively Pink” was created to support and give back to the community that had turned ZÜCA into an overnight success, by helping to build awareness of breast cancer and to celebrate those who are making a difference in this area.

“We hear so many stories of how ZÜCA has changed lives, by giving women the organizational tool and professional polish they need to get their business off the ground,” says Bruce Kinnee, ZÜCA CEO. “The passionate enthusiasm of our customers compels us to find ways to support women. Bay Area Cancer Connections operates a national helpline that serves as a national clearing house for valuable resources for the newly-diagnosed, and a survivor “buddy program” that serves the local community and beyond.”

Rina Bello, Executive Director at Bay Area Cancer Connections, adds, “ZÜCA has been a valuable partner since 2008. Their generous support will help us continue to provide free education and support programs for those affected by breast cancer.”

As the holiday gift season approaches, ZÜCA hopes to [hear more stories from women](#) about ways their ZÜCA rolling travel bag has changed their lives. Upload your story video to YouTube, or email a link to [customerservice\(at\)zuca\(dot\)com](mailto:customerservice(at)zuca(dot)com).

### About ZÜCA

For over a decade, women have regarded ZÜCA as “[The Perfect Travel Bag](#)”, offering a healthier way to tote and organize professional gear. In 2009 the Pro Artist was born, providing an organizational solution and a durable roller bag with a built-in seat unmatched by other travel cases on the market. Top-selling ZÜCA professional rolling bags allow heavy packers to roll everything easily, without back or shoulder strain, while enjoying a convenient seat for themselves or their clients. As a result, makeup artists, stylists, photographers and videographers started to use ZÜCAs as a professional gear bags, replacing their existing makeup bags, makeup cases, photographer’s bags or video cases. Since then, thousands of travel bags have been purchased by professional women who want an easier way to carry everything they need for professional success organized neatly into pouches that stack like drawers. Learn more at [www.zuca.com](http://www.zuca.com).

About Bay Area Cancer Connections:



Bay Area Cancer Connections is a nonprofit organization that supports people touched by breast or ovarian cancer by providing comprehensive, personalized services in an atmosphere of warmth and compassion. The nonprofit provides free programs and services that address survivorship needs of all those facing breast or ovarian cancer in the Bay Area, including early breast cancer detection services for low-income uninsured or underinsured young women and men. Learn more at [www.bconnections.org](http://www.bconnections.org).



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