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Pure Freude an Wasser



**TAP INTO THE FIGHT AGAINST BREAST CANCER
WITH GROHE AMERICA'S HOPEFLOWS CAMPAIGN**

**~ Initiative Helps Fund Most Advanced Global Research
Sponsored by the Breast Cancer Research Foundation ~**

NEW YORK, Oct. 1, 2015 – The first industry manufacturer to join the fight against breast cancer in a meaningful, tangible way, GROHE America, a division of the GROHE Group, the world's leading provider of sanitary fittings for kitchens and baths, is a committed partner of the Breast Cancer Research Foundation (BCRF), the highly regarded breast cancer nonprofit. The company is launching its sixth HopeFlows™... 30 Minutes at a Time campaign during October, National Breast Cancer Awareness Month.



With each purchase of a GROHE Ladylux³ Café Touch faucet, Minta®

Touch faucet and Euphoria® Shower System sold online from participating retailers between October 1st through October 31, 2015, GROHE will donate \$25 to the BCRF to help find a cure for breast cancer. Purchases of every Rainshower® Next Generation Icon pink hand shower will sponsor an additional \$10.

The best-selling pull-out GROHE Ladylux³ Café Touch faucet is one of the company's products whose online sales through participating retailers during October 2015 will benefit BCRF. This elegant dual-spray design operates using innovative Touch technology as well as by a conventional handle.

"We are once again proud to partner with BCRF, which has a stellar record in identifying and funding the most advanced global research projects and are thankful for the enthusiastic support of our online partners," says Cheryl Dixon, Head of Brand and Trade Marketing for GROHE America.



Visit [here](#) for more details and participating online retailers.

Throughout the month of October, when you share your image or message of hope or inspiration and tag #grohehopeflows on Twitter or Instagram, GROHE will donate \$1 to the Breast Cancer Research Foundation.

With October online sales through participating retailers benefiting BCRF, the Minta® Touch, like the LadyLux³ Café Touch, can be operated by conventional lever operation or the flow of water can be triggered by skin contact with any part of the spout. Featured is the L-spout design; a C-spout model is also offered.

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TAP INTO THE FIGHT AGAINST BREAST CANCER/2

About BCRF

The Breast Cancer Research Foundation (BCRF) is a nonprofit organization committed to achieving prevention and a cure for breast cancer. It provides critical funding for cancer research worldwide to fuel advances in tumor biology, genetics, prevention, treatment, metastasis and survivorship. Since its founding in 1993 by the late Evelyn H. Lauder, BCRF has raised more than half a billion dollars for lifesaving research.

Through a unique and streamlined grants program, it seeks out the brightest minds in science and medicine and gives them the necessary resources to pursue their best ideas. As result, researchers are able to make discoveries and design new approaches to address all aspects of breast cancer – and do so in record time. For more information about the Breast Cancer Research Foundation, go to www.bcrfcure.org.



About GROHE

GROHE faucet and shower products are distributed in more than 180 countries and represent nearly 80 years of excellence in European design, innovation, engineering and quality.

GROHE America's headquarters are in the heart of the Flatiron district and houses the GROHE Live! Center, an interactive showroom created for inspiration and collaboration.

The GROHE Group is the world's leading provider of sanitary fittings, comprising Grohe AG, Hemer, Hamburg and other subsidiaries in foreign markets. With its global GROHE brand, the GROHE Group relies on its brand values quality, technology, design and responsibility to deliver "Pure Freude an Wasser".

The GROHE Group was purchased by the LIXIL Group and the Development Bank of Japan in January 2014. The LIXIL Group is the global leader in the building materials and housing equipment industry.

For more information and to find local showrooms, please visit www.grohe.com/us or call 1-800-44-GROHE (47643).

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Also part of the GROHE BCRF campaign through participating online retailers, the Euphoria® Shower System delivers all the benefits of a fully customized system at an entry-level price, including a thermostat, shower head and hand shower. Both showers present the luxurious GROHE Rain spray.



Online purchases through participating retailers of the GROHE Rainshower® Next Generation Icon pink hand shower will sponsor an additional \$10 towards the company's BCRF campaign. This product offers a halo-shaped spray face that reduces the aesthetic volume and delivers a large full spray thanks to the perfectly aligned shower nozzles and GROHE DreamSpray®, advanced shower engines that provide efficient water distribution.