



AutoTex PINK to be Featured on Lifetime Network's 'The Balancing Act'

Founder of AutoTex PINK brings her goal to "Wipe Out Breast Cancer" to the living room!

August 30, 2010 - Pine Brook, NJ: Paula Lombard, President of [Wexco Industries](#) and founder of [AutoTex PINK](#) windshield wiper blades, will be featured on the Lifetime Network's "The Balancing Act" this October 14th and 28th from 7-8AM. The segment will be aired during the shows annual Breast Cancer Awareness Special. Lombard and AutoTex PINK will be featured in a 6-8 minute long segment to discuss AutoTex PINK's campaign to "Wipe Out Breast Cancer" as well as some tips for women and do-it-yourself car care.

"The breast cancer awareness cause has always been our #1 priority," said Paula Lombard, who created the windshield wiper blade brand a year ago. "For the Lifetime Network and "The Balancing Act" to recognize our efforts and unique products, and to feature us on such a highly watched hit television show reassures me that we are on the right track to "Wipe Out Breast Cancer"."

To many consumers, products with a pink ribbon or ones that donate to breast cancer are not unique; however, Lombard and AutoTex PINK are the first to bring the cause to an automotive product. Not only is the product a pioneer in the automotive industry, but it's sales generates donations to the National Breast Cancer Foundation (www.nbcf.org) or Breast Cancer Society of Canada (www.bcsc.ca) throughout the calendar year...not just October for Breast Cancer Awareness Month.

"It was very important to build the brand around the cause," said Lombard. "Now that we have succeeded in doing so, we will be branching out into other automotive accessories in the near future. With a full line of automotive products donating to the National Breast Cancer Foundation and the Breast Cancer Society of Canada, we can really make a difference."

A website that will be useful for The Balancing Act's viewers will be MyAutoTexPINK.com. MyAutoTexPINK.com is a social networking site which focuses on women and car care as well as travel, purchasing advice, and lots of other user generated content.

For more information on AutoTex PINK please visit:

AutoTexPINK.com

MyAutoTexPINK.com

[Facebook's AutoTex PINK page](#)

[Twitter's AutoTex PINK feed](#)

For more information on The Balancing Act please visit:

TheBalancingAct.com

[Facebook's "The Balancing Act" page](#)

[Twitter's "The Balancing Act" feed](#)

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About AutoTex PINK: AutoTex PINK is a division of WEXCO Industries, Inc., a certified WBENC (Women's Business Enterprise National Council) company that is one of the nation's leading global supplier of OEM quality windshield wiper blades, auto parts and accessories. A portion of the sales of AutoTex PINK windshield wiper blades goes to the National Breast Cancer Foundation and the Breast Cancer Society of Canada. For more information, visit www.autotexpink.com or call 800.692.3962.

About National Breast Cancer Foundation, Inc.®: National Breast Cancer Foundation, Inc.® is a nonprofit charitable foundation headquartered in Frisco, Texas, just north of Dallas. The Foundation exists to save lives by providing access to free and low-cost mammograms for those with limited resources, increased awareness through continuing education programs and online community support programs. For more information, visit www.nbcf.org.

About The Breast Cancer Society of Canada: The Breast Cancer Society of Canada is a registered, national, not-for-profit, charitable organization dedicated to funding Canadian breast cancer research into the detection, prevention, treatment and to ultimately find a cure for the disease that women fear most. For more information, visit www.BCSC.ca.

For More Information, Contact:

Arthur Leardi
AutoTexPINK
973.244.9493
artleardi@autotexpink.com

Jeff Forbes
AutoTexPINK
973.244.9493
jforbes@autotexpink.com