

INTERNET

Ralph Lauren digs deep for Pink Pony breast cancer push

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By KAITLYN BONNEVILLE

Ralph Lauren is pushing its Pink Pony Auction across multiple media platforms in support of breast cancer awareness and fundraising.

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The online auction offers luxury travel art, fashion, collectible and sports and fashion experiences to top bidders. Ralph Lauren partnered with charitybuzz for the effort and is donating 100 percent of the net proceeds to the Pink Pony Fund.

"I applaud brands like Polo Ralph Lauren's Pink Pony that dedicate a percentage of their profits to charity, a true incentive for consumers and a great way to raise funds," said Coppy Holzman, cofounder/CEO of charitybuzz, New York. "However, bigger initiatives like The Pink Pony Auction have the benefit of raising widespread awareness about the charity's mission and the brand's dedication to the cause.

"Additionally, upscale online auctions can generate an incredible amount of money for charity while simultaneously showcasing the "exclusive access" associated with a particular luxury brand," he said.

Coppy Holzman, co-founder/CEO of charitybuzz said in a statement to the press that the auction will give Pink Pony supporters the opportunity to make a significant impact in the

fight against cancer while enjoying the things they love the most and that charitybuzz is thrilled to partner with Polo Ralph Lauren to launch the auction.

The Pink Pony Fund is part of the Polo Ralph Lauren Foundation. It launched in 2000 and supports programs for cancer screening, early diagnosis, treatment, research and patient navigation.

The auction marks The Pink Pony Fund's 10th anniversary in the international fight against cancer. It began Oct. 1 and runs through Oct. 21.

What's the buzz about?

Consumers can visit <http://www.charitybuzz.com/ralphlauren> to bid on more than 200 items and experiences, including a weekend at Ralph Lauren's Round Hill Villa in Jamaica, valued at \$150,000, an trip to Donna Karan's Turks and Caicos retreat, valued at \$50,000 and front row seats at Ralph Lauren runway show with a meeting with the designer thereafter, valued at \$25,000.

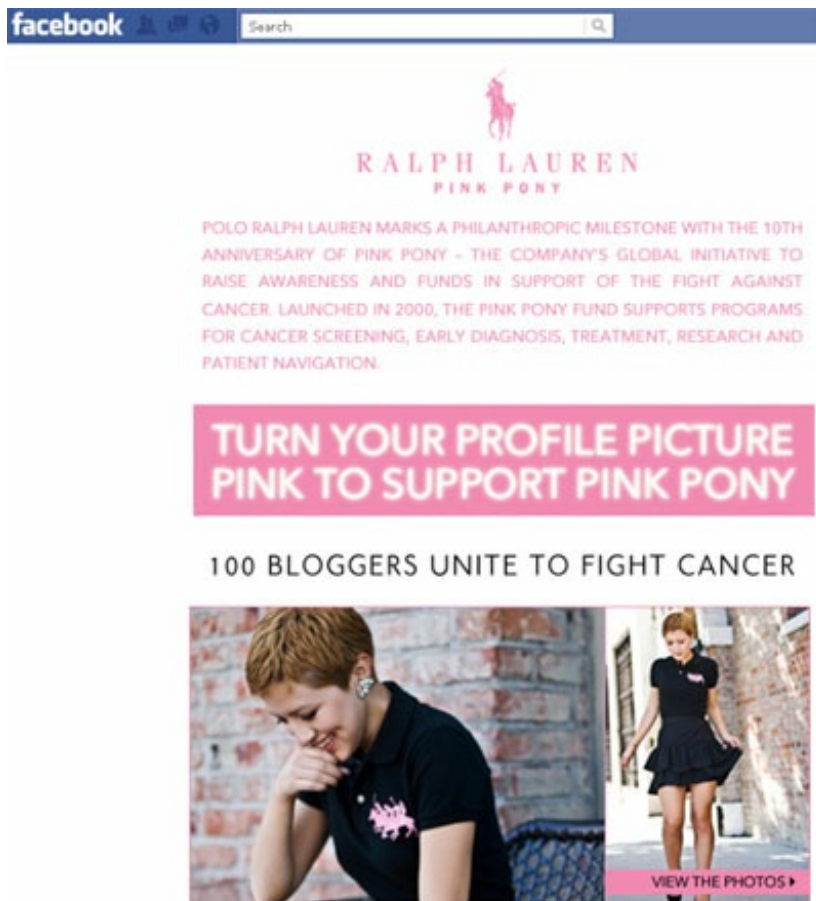
The screenshot shows the charitybuzz website interface. At the top, there's a navigation bar with links: HOME, charityAUCTIONS, liveEVENTS, pressROOM, buzzBLOG, theGOODS, and an Auction Search bar. Below this, a sidebar on the left lists various auction categories under 'By Category' and 'By Auction'. The main content area displays two featured auction items from the 'RALPH LAUREN' collection. The first item is 'A BEAUTIFUL WEEKEND AT RALPH LAUREN'S ROUND HILL VILLA IN JAMAICA', with a current bid of \$47,500.00 and 5 bids. The second item is 'RALPH LAUREN TAKES YOU ON A PERSONAL TOUR OF HIS WORLD-FAMOUS CAR COLLECTION', with a current bid of \$42,500.00 and 4 bids. Both items have a 'bidNOW' button. The website also includes a 'Sign up for the charityBUZZ newsletter' field and a 'LOG IN' button at the top right.

Some of the items on charitybuzz.

Other luxury experiences up for auction include a ride with Lance Armstrong, tickets to the 2012 Summer Olympic Games, various custom pieces signed by Ralph Lauren and chances to meet sports stars and celebrities.

Pony promotions

The auction is promoted on Ralph Lauren's Facebook page, which has 1,392,017 friends.



A screen grab from Ralph Lauren's Pink Pony Facebook page.

Users click to enter the Pink Pony application and can opt to give their profile picture a pink tint in support of the cause. There is a photo gallery, featuring five bloggers sporting the pink Ralph Lauren polo player.

A brief listing of auction items and images is also shown and users can click on a link that brings them directly to the Pink Pony Auction Web site. They are also prompted to text "Pink Pony" to 501501 to donate \$10 to the Pink Pony Fund.

The Pink Pony Auction was promoted last week on the New York Times' Web site with a banner ad that prompted users to click, redirecting them to the auction.



The Pink Pony Auction banner ad from the New York Times Web site.

Bloomberg Businessweek is running a full-page ad in this week's publication promoting the auction, as well.

The Pink Pony Auction is also promoted within the Ralph Lauren Web site at <http://www.ralphlauren.com> with an ad that features scrolling images of biddable items and a clickable button that brings consumers to the auction.

RALPH LAUREN PINK PONY
CHARITY AUCTION

OCTOBER 1-21, 2010



<p>THE CARS</p> <p>en leads a private collection</p>	<p>BE THE CASTING DIRECTOR</p> <p>Place your favorite child in a Ralph Lauren ad</p>	<p>HOME MAKEOVER</p> <p>Have two rooms in your home transformed by the Ralph Lauren Paint team</p>	<p>W</p> <p>JA</p> <p>4 d</p> <p>Lau</p>
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Bid on over 300 unique, once-in-a-lifetime experiences: travel, art, sports, fashion, celebrity and rare collectibles.

et proceeds will benefit the Pink Pony Fund of the Polo Ralph Lauren Foundation

The Pink Pony Auction promotion on the Ralph Lauren Web site.

The Pink Pony line available on the Ralph Lauren site ranges from t-shirts to dresses to scarves, all featuring the pink polo player. Ten percent of the proceeds go to benefit cancer care and prevention.

Final Take

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