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**LA TORTILLA FACTORY “THINKS PINK” FOR BREAST CANCER AWARENESS MONTH**

*Family company partners with The Breast Cancer Research Foundation®*

**SONOMA COUNTY, CA, October 1, 2013** – La Tortilla Factory invites customers to “think pink” this October, joining The Breast Cancer Research Foundation® (BCRF) to promote *Shop Pink 2013*. During National Breast Cancer Awareness Month, every limited edition, pink package of **La Tortilla Factory Multigrain SoftWraps with Extra Virgin Olive Oil** sold will support lifesaving breast cancer research.

Olive oil, high in antioxidants and oleic acid, and La Tortilla Factory Multigrain SoftWraps with Extra Virgin Olive Oil are the natural way to encourage cancer awareness while highlighting nutrition. These premium SoftWraps offer the benefits of olive oil, as well as five whole grains, 2g of monounsaturated fat, 13g of fiber and 0g of trans fat.

Committed to bringing healthy tortillas and wraps to consumers, La Tortilla Factory will donate a minimum of \$25,000 for breast cancer research. But every purchase counts. For every limited edition, pink Multigrain SoftWraps with Extra Virgin Olive Oil package sold in the month of October, La Tortilla Factory will donate \$0.25 to The Breast Cancer Research Foundation.

Darlene Tamayo, the wife of Willie Tamayo who founded La Tortilla Factory with his parents and brothers in 1977, was the inspiration for creating these limited edition tortillas in support of BCRF. Darlene was diagnosed with breast cancer in June 2011 and, today, she is two years cancer-free. Her story appears on the back of each pink package.

As tortilla pioneers, in 1991 La Tortilla Factory and the Tamayo family introduced the first fat free flour tortillas (in the world) and, five years later, the first low carb/low fat tortillas. They were also the first to bring extra virgin olive oil wraps, gluten free tortillas, and fiber and flax corn tortillas to the market.

SoftWraps are available in grocery stores nationwide for \$4.49.

#### A note from Darlene Tamayo

“As part of the big, food-loving Tamayo family, I realize now that, food, good food, helped get me through my cancer treatment and recovery: friends would treat me to a dinner out, and family would bring over platters and dishes of all the wonderful foods I loved growing up. That outpouring of love was their way of nourishing me, and feeding my spirit—and it was so important during that difficult time.”

“Since recovering from cancer, I’ve been really aware of what I put in my body. Healthy, nutritious ingredients are so important. Our family has always been committed to providing our community with quality, healthful products and our SoftWraps are a great example. They’ve become a mainstay in my pantry. I love that they are fortified with healthy olive oil, and whole grains—they taste good and you feel good about eating them. That in itself is healing.”

#### About The Breast Cancer Research Foundation®

The Breast Cancer Research Foundation®, founded by Evelyn H. Lauder in 1993, is an independent not-for-profit organization committed to funding scientific research to achieve prevention and a cure for breast cancer in our lifetime. In 2013, BCRF has committed \$45 million to support the work of more than 200 researchers at major medical institutions across the United States, Canada, Latin America, Europe, China, the Middle East and Australia. With 91 cents of every dollar spent by BCRF directed towards breast cancer research and awareness programs, BCRF remains one of the most fiscally responsible charities in the country. For the eleventh time since 2002, it has earned 4 stars from Charity Navigator. Additionally, BCRF is the only breast cancer organization rated an “A+” by CharityWatch. For more information about BCRF, visit [www.bcrfcure.org](http://www.bcrfcure.org).

#### About La Tortilla Factory

Founded in 1977 by Jose and Mary Tamayo, La Tortilla Factory is an innovative company now under the leadership of the third generation of the Tamayo Family. With great taste as a core value and creativity a guiding inspiration, La Tortilla Factory set in motion a national shift in eating habits early on by creating healthier, better tasting premium products.

To learn more about La Tortilla Factory, visit [www.latortillafactory.com](http://www.latortillafactory.com) or follow us on [Facebook](#).

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