

# GUESS

## GUESS WATCHES LAUNCHES SPARKLING AND SPORTING PINK TIMEPIECES SUPPORTING THE GET IN TOUCH FOUNDATION FOR BREAST HEALTH AWARENESS AND EDUCATION

September 15, 2022 – Norwalk, Connecticut

GUESS Watches celebrates its continued support for breast health educational initiatives leading into Breast Cancer Awareness Month. GUESS Watches has been a proud partner for over 9 years with The Get In Touch Foundation, a passionate non-profit specifically focused on providing free and accessible information, empowering all to make breast health simple, appropriate, and routine through their trademarked Daisy Wheel tool.

The Get In Touch Foundation in partnership with a team of medical professionals developed the Daisy Wheel in 2004 after Founder Mary Ann Wasil's breast cancer diagnosis. She wanted everyone to be armed and equipped with the information they need to be their own health advocates and know their "normal" through breast self-examination, just like she was. The program is free to school nurses and health educators and has reached over one million students in all 50 U.S. states and 34 countries. In an effort to reach more people effectively, the Daisy Wheel mobile app was designed to demonstrate how to properly perform breast self-exams in 8 simple steps, has a calendar sync for regular breast self-exam reminders, and is available in 9 different languages for both Apple and Android devices.

Each year GUESS Watches designs a Limited-Edition timepiece with a portion of the proceeds donated directly to The Get In Touch Foundation

to help further drive their mission for breast health awareness. "Supporting The Get In Touch Foundation continues to be a key initiative for GUESS Watches. Through the proceeds of our Sparkling and Sporting Pink collection we can help further educate and empower a global community on the importance of early detection done through breast self-exams via the Daisy Wheel educational tool", Annie Santo VP Global Marketing GUESS Watches.

This year's capsule collection was co-designed with Get In Touch President Betsy Nilan and features two fashion-forward timepieces for both Ladies and Men. The Sparkling Pink timepiece, with a jewelry-inspired design displays a crystal floral dial symbolically showcasing 8 petals representing the 8 simple steps on how to properly perform breast self-exams. Complimented with a pink ribbon background executed brilliantly on a 32mm silver mesh bracelet with a retail price of \$135. The Sporting Pink silhouette features the GUESS Watches best-selling Men's Barrel-shaped 43mm case design featured with a pink polycarbonate translucent case with a black cut-thru multifunction dial coupled with pink markers and hands integrated with a smooth silicone pink strap for sporty appeal. In addition to this capsule collection, GUESS Watches is donating percentage of its proceeds from its Apple Band Pink collection. The capsule collection is available in stores and on [guesswatches.com](http://guesswatches.com).



### ABOUT THE GET IN TOUCH FOUNDATION:

Founded in 2004, and based in Milford, CT, The Get In Touch Foundation is a passionate non-profit specifically focused on providing free and accessible information, empowering all to make breast health simple, appropriate, and routine. Get In Touch is an established local organization with a global reach. We will continue to touch lives, eliminate barriers, and effectively lead change... one life at a time. The Get In Touch Foundation has reached over one million students in 50 states and 34 countries with the Daisy Wheel breast self-examination program. Learn more about how you can get involved at [getintouchfoundation.org](http://getintouchfoundation.org) and follow us on Facebook and Instagram at [@getintouchfoundation](https://www.instagram.com/getintouchfoundation).

### ABOUT GUESS WATCHES:

Introduced to the world in 1983, GUESS Watches is designed to appeal to young, fashion-driven consumers around the globe. GUESS Watches for women is fashion-trendy and chic. GUESS Watches for men is inspired by technology, design, and materials. GUESS Watches is distributed worldwide in department stores, specialty stores, and GUESS lifestyle stores.



Learn more about how you can get involved at [getintouchfoundation.org](http://getintouchfoundation.org) and follow us on Facebook and Instagram at [@getintouchfoundation](https://www.instagram.com/getintouchfoundation)

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