



## NEWS RELEASE

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June 15, 2010

For immediate release

### Continental partners with Making Memories Breast Cancer Foundation

Oshkosh, Wis.— In a joint venture, Continental Girbau Inc. and Continental distributor Integrity Laundry Solutions, in Walla Walla, Wash., recently donated and installed two 40-pound capacity L-Series Washer-Extractors at the headquarters of the Making Memories Breast Cancer Foundation (Making Memories) – a nonprofit dedicated to granting wishes for Stage IV breast cancer patients and to educating the public about breast cancer prevention. The Foundation’s new industrial washer-extractors are used to clean donated wedding gowns for its Brides Against Breast Cancer fundraising initiative.

Brides Against Breast Cancer holds charity wedding gown sales in dozens of cities across the nation each year. The Foundation accepts thousands of new and used wedding gowns from private and corporate donors annually, then cleans and sells them to brides at exceptional savings over retail prices. Money raised goes toward granting terminally ill breast cancer patients a significant memory-making wish.

The second leading killer of women, 40,000 people in the United States and 410,000 worldwide die of breast cancer each year. That’s why, Continental Girbau, Oprah Winfrey and bridal gown manufacturers, including Brides By Demetrios, Maggie Sottero, Paloma Blanca, Mon Cheri, Alfred Angelo and David’s Bridal are among the supporters of Brides Against Breast Cancer.

Through its industrial washer donation to Brides Against Breast Cancer, Continental Girbau is doing its part to help prevent and ease the pain of breast cancer, according to Continental President Mike Floyd. “The Foundation has received more than 40,000 donated wedding gowns for this

fundraiser,” he said. “Many of the gowns must be cleaned and it takes a highly programmable washer-extractor to do this properly without damaging fabrics.”

The Foundation’s new Continental Girbau L-Series Washer-Extractors are highly programmable so that each machine automatically provides the correct blend of water temperature, water levels, chemicals, wash action, cycle time, and cylinder rotation. Once the dresses are washed, they are hung dry and steamed to remove wrinkles.

Hope Brown, Making Memories operations manager, maintains the new washers are big timesavers. “We used to have to make field trips to the laundromat piled with wedding gowns and cleaning products,” she said. “We would spend whole days brushing hem lines and spots with little tooth brushes and cleaning products. Then we had to get the wet gowns back to hang them dry. When the new washers were delivered and installed, we were 104 dresses behind in cleaning,” she added.

But, not anymore ... The new Continental washers feature automatic chemical injection, which has eliminated a significant amount of the preparation time required to spot clean areas of the gowns, added Brown. “The washers hold three to five gowns at a time,” she said. “Since the washers are located at our headquarters, we are able to receive donated gowns and clean them essentially right away instead of waiting weeks. We are also able to hang them dry as soon as they come out of the washer – a drastic improvement.”

Most of the donated gowns are polyester or a polyester blend and can be perfectly cleaned using the new programmable washers. The gowns made of silk are generally drycleaned. “The new washers have not only made cleaning and preparing gowns easier, they have increased the efficiency involved in receiving and touring the gowns,” said Brown.

To find out more about Making Memories, visit [www.makingmemories.org](http://www.makingmemories.org). For more information about Continental laundry equipment, visit [www.continentalgirbau.com](http://www.continentalgirbau.com), or call 800-256-1073. For more information about Integrity Laundry Solutions, call 800-490-3989.

Continental Girbau Inc. is the largest of nine subsidiaries of Girbau S.A., based in Vic, Spain. Girbau S.A. laundry products – marketed throughout 80 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for

Standardization (ISO). Girbau S.A. holds both ISO9001 and ISO14001 certifications. Ever focused on laundry efficiency, Continental Girbau is a member of the U.S. Green Building Council (USGB), a 501(c)(3) nonprofit that developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.