



# SCOSCHE® & National Breast Cancer Foundation Inc.® goPINK for Hope™

*Award-winning innovator of 12V/Car Audio and Consumer Technology products joins the fight to raise funds for breast cancer awareness.*



**OXNARD, Calif. – (Oct. 09, 2015) – [SCOSCHE Industries](#)**, innovators of award-winning, critically acclaimed, consumer technology accessories, is partnering with [National Breast Cancer Foundation \(NBCF\)](#) to raise funds and awareness for breast cancer. Scosche’s exclusive goPINK for Hope™ collection features some of the company’s best-selling audio products and mobile accessories in a bright and vibrant shade of pink – the internationally recognized color for breast cancer awareness. Throughout the month of October, SCOSCHE is donating 25 percent of all proceeds from the sale of items from the goPINK for Hope collection to NBCF. Additionally, consumers will receive a 25 percent discount on all goPINK products at checkout.

NBCF is recognized as one of the leading breast cancer organizations in the world, carrying out its mission to provide help and inspire hope to women affected by breast cancer through early detection, education and support services.

“We are delighted to partner with NBCF for this very worthy cause,” stated members of the Alves family who founded and still own and operate Scosche Industries. “This is a wonderful opportunity to help raise much-needed funds for breast cancer research, outreach and services that can actually save lives. Our goPINK for Hope campaign is a great way to honor breast cancer awareness month – we’re giving our customers a 25 percent discount on a variety of terrific goPINK collection Scosche products, and then donating 25 percent of the purchase price to NBCF. It’s a win-win situation.”



SCOSCHE's diverse line of audio products caters to all kinds of consumers, such as those with active lifestyles and urban commuters. The goPINK for Hope audio collection consists of:

- [boomBOTTLE™](#), SCOSCHE's award-winning Bluetooth speaker, is designed to accompany users on hikes, bike rides and any outdoor activity. The unique, cylindrically shaped boomBOTTLE boasts dual 40mm drivers for a high quality audio experience, and its IP4X waterproof rating allows it to perform during unexpected weather conditions.
- [SportclipAIR™](#) are Bluetooth, wireless earbuds designed for the active user. The versatile SportclipAIR delivers premium sound, while providing maximum comfort, durability and extended battery life (up to 7 hours) during workouts or commutes to and from work.
- [lobeDOPE™](#) is a stylish on-ear headphone dressed in a myriad of colors inspired by Southern California lifestyle. These lightweight headphones' ear cushions conform to the user's unique ear shape, providing a comfortable listening experience.

In addition to SCOSCHE's high-quality audio products, the goPINK for Hope collection includes convenient mobile accessories for smartphones, tablets and more.

- [superCUBE™ flip](#) is a universal 12W USB wall charger compatible with iOS and Android devices that utilizes intelligent charging circuitry to charge USB-powered devices at the fastest rate possible, regardless of make or model. Its flush folding prongs make it easy to store in bags and purses.
- [flatOUT™ LED](#), 3 ft. charge and sync cables for Lightning or Micro-USB devices, are built to perform reliably and consistently. They feature an integrated LED light that pulses red when charging and solid blue when the device has reached its charging capacity.
- [strikeLINE™ II](#) is a charge and sync cable for Lightning devices designed with a rugged strain relief cable for enhanced durability. Additionally, its slim-tip design allows users to charge their device without having to remove their cases.
- [boltBOX™](#) is a retractable 3 ft. long charge and sync cable for iOS devices. The boltBOX features a magnetic locking connector that extends and retracts by pulling on both ends simultaneously. The compact cable is housed in a sleek enclosure that allows users to always have their cable with them.

SCOSCHE's goPINK for Hope line is available now at [SCOSCHE.com](http://SCOSCHE.com).

Follow @SCOSCHE on [Twitter](#), [Facebook](#), [GOOGLE+](#) and [Instagram](#) for the latest news on all of the company's award-winning mobile accessories and car audio products.

**About SCOSCHE (pronounced skōsh):**

Celebrating its 35<sup>th</sup> year in business, SCOSCHE Industries is an award-winning innovator of consumer technology/electronics and car audio products - committed to delivering superior quality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the accessories and products that are now in the hands, homes, offices and vehicles of people in over 50 countries. With over 100 patents and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. [www.scosche.com](http://www.scosche.com)



**About National Breast Cancer Foundation Inc.®:**

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation's mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. A recipient of Charity Navigator's highest 4-star rating for eleven years, NBCF provides women Help for Today...Hope for Tomorrow® through its National Mammography Program, Beyond The Shock®, Early Detection Plan, and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).

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