



press release

## For Immediate Release

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# Eartha Kitt Cards To Benefit Colon Cancer Alliance

Westport, CT – (March 15, 2013) – A strategic partnership between Eartha Kitt Productions and the prepaid debit card provider **CARD.com** brings the **Eartha Kitt** prepaid debit card to the U.S. market. Both a tribute to the legendary entertainer and in memory of her battle with colon cancer, the Official Eartha Kitt card is partnering with the **Colon Cancer Alliance** to donate \$10 for every cardholder that signs up for direct deposit.

“This partnership gives fans of the iconic singer an entirely new way to engage with and remember Eartha Kitt every time they use their card. Our aim is to bring an easy-to-use and affordable banking experience that reflects the passions of consumers,” said CEO and co-founder of Card.com, Ben Katz.

The new promotion with the Colon Cancer Alliance kicks-off this month in honor of March being National Colon Cancer Awareness Month. This is part of the ongoing social responsibility that Kitt Shapiro, daughter of the famous celebrity, has integrated into her endeavors on behalf of her mother. She explains, “My mother lost her battle with colon cancer in 2008. This is a disease that can be prevented and treated with regular screening. My mother may not have needed to suffer and be taken by this disease, if it had been found earlier when treatment is most effective. Anything that I can do to make people aware of the need for early screening and detection is important to me. I am excited that *Card.com* is supporting me and my partnership with *Colon Cancer Alliance* to spread this important message. *I know that your colon is not as sexy as your breasts, but get off your ass and go get it checked.*”

Colon cancer is the second leading cancer killer in the U.S. It is the third most commonly diagnosed cancer in American men and women and 50,000 Americans die from colon cancer each year. This year alone, 150,000 Americans will be diagnosed with colon cancer. Since colon cancer often has no symptoms at all, it makes screening so important. The availability of the cards began this month for Colon Cancer Awareness Month. Consumers can sign up for the Eartha Kitt prepaid cards anytime at <https://www.card.com/eartha-kitt?option=0&afid=125>

The Eartha Kitt cards, which can be used everywhere Visa is accepted, are 100% FDIC insured and offers a fully-featured online banking experience with fraud liability, bill pay, cash transfers, and transaction history, just like traditional branch banking - but without overdraft or late fees.

The Eartha Kitt card is part of the increasing trend in responsible personal consumer financial management. According to [The New York Times article \(May 2012\)](#), “In 2009, borrowers had roughly \$29 billion worth of prepaid cards, according to the Mercator Advisory Group, which provides research for the payments industry. By 2013, the volume of money on prepaid cards is expected to swell to \$90 billion.”

### **About Card.com:**

Card.com has a mission to make prepaid cards simpler and more fun. The company is revamping personal finance with the aim of creating a financial product that speaks to the passions of consumers and brand advocates.

### **About The Colon Cancer Alliance:**

The Colon Cancer Alliance (CCA), based in Washington DC, is the leading national patient advocacy organization dedicated to increasing colon cancer screening rates and survivorship. The Colon Cancer Alliance is an active, caring community that provides hope and support to patients and their families, while saving lives through screening, access, awareness, advocacy and research. Colon Cancer Alliance has nearly 500 chapters, ambassadors and volunteers across the U.S. The Colon Cancer Alliance recommends that people need to be screened starting at

age 50. However, African Americans and those at higher risk should be screened starting at age 45 or earlier. For more information about colon cancer or the Colon Cancer Alliance, visit [www.ccalliance.org](http://www.ccalliance.org) or call their Helpline at (877) 422-2030.

**About Eartha Kitt:**

Eartha Kitt purred and pounced her way across Broadway stages, recording studios and movie and television screens in a career that lasted more than six decades. She was born Eartha Mae Kitt on a cotton plantation in North, S.C., on Jan. 17, 1927, a date she did not know until about 10 years ago, when she challenged students at Benedict College in Columbia, S.C., to find her birth certificate, which they did. She was the illegitimate child of an African American/Cherokee mother and a white father about whom Ms. Kitt knew little. Because of her skin color, she was referred to as a 'yella gal' and had a difficult upbringing, but her experience brought with it an earnest philosophy that was well documented in every aspect of her life. At eight years old she was sent to live in Harlem with her aunt. Her show-business break came on a lark, when a friend dared her to audition for the Katherine Dunham Dance Company. She passed the audition and permanently escaped the cycle of poverty and abuse that defined her life until then. Orson Welles cast her opposite him in his production of 'Faust' and subsequently called her "The most exciting woman in the world". She was among the first widely known African-American sex symbols and her signature highlight will always be her recording of "Santa Baby." She was married to Bill McDonald, a real-estate developer, from 1960 to 1965 during which time, their daughter, Kitt, was born. Her career has often been said to have had "nine lives." Appropriately, she was tapped to play Catwoman in the 1960s TV series "Batman." For all the camp appeal and sexually charged hauteur of Ms. Kitt's concert performances, she also played serious roles, appearing in films and making numerous television appearances. In 1978 she earned her first Tony nomination for her work in the Broadway show, "Timbuktu!" In 2000 she received her second Tony nomination, for best featured actress in a musical in "The Wild Party." Her uniquely identifiable voice won her two Emmy Awards as outstanding performer in an animated program for her role as the scheming empress-wannabe villain, Yzma, in Disney's "The Emperor's New School." Eartha was ahead of her time, living a 'green' lifestyle before it was chic. She recycled everything and tended to her own organic fruit and vegetable gardens throughout her entire life. In addition, she maintained her signature voice and shapely physique through a personal fitness regiment which included daily running, weight training and stretching. She died on Christmas Day 2008 of colon cancer, at the age of 81.

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