

## **Valvoline Instant Oil Change Franchise Sells Pink Wiper Blades in October**

### *October Sale of Pink Wipers Raise Money and Awareness for National Breast Cancer Foundation*

Newton, MA ([PRWEB](#)) September 15, 2016 -- Henley Enterprises, Inc., the largest franchisee of Valvoline Instant Oil Change<sup>SM</sup> is raising funds and increasing awareness for National Breast Cancer Foundation, Inc.<sup>®</sup> (NBCF). Throughout the month of October a portion of the sales of pink wipers will be donated to NBCF. The wipers are available at over 210 participating Valvoline Instant Oil Change locations in 12 states.

Now in its fifth year, the campaign has raised more than \$55,000 for NBCF.

“This campaign gives back to the communities in which we serve. The pink wipers are a highly visible product that many Americans can rally behind. The blades allow individuals who have been affected or know someone affected by breast cancer to show their support” states Don Smith, founder and CEO of the Valvoline Instant Oil Change franchisee.

The blades come in both traditional black with a small pink ribbon and full pink for those who wish to make a bolder statement. They fit 98% of cars, trucks, and SUVs manufactured after 2003.

Valvoline Instant Oil Change will be kicking off the month long campaign October 1st with a ‘Pink Out Day’ including pink give-a-ways at participating locations. Double donations will be made to NBCF on pink wipers sold this day. For more information and a location list visit [www.viocPINK.com](http://www.viocPINK.com), and follow the campaign with #PinkOilChange.

#### About Henley Enterprises, Inc.

Henley Enterprises, Inc. founded in 1989, is the largest Valvoline Instant Oil Change franchisee. They operate over 200 service centers across twelve states including: California, Delaware, Florida, Michigan, Massachusetts, Maryland, New Hampshire, New Jersey, Ohio, Pennsylvania, Rhode Island, and Virginia.

#### About National Breast Cancer Foundation, Inc.<sup>®</sup>

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation (NBCF) is Helping Women Now<sup>®</sup> by providing early detection, education and support services to those affected by breast cancer. A recipient of Charity Navigator’s highest 4-star rating for twelve years, NBCF provides support through their National Mammography Program, Patient Navigation, Beyond The Shock<sup>®</sup>, breast health education, and research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).



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