



NEWS RELEASE

SharkNinja Launches the We Won't Wait Fund with \$250,000 Commitment to the Breast Cancer Research Foundation

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New fund will support rising scientists advancing innovation in breast cancer research

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, a global product design and technology company, today announced the We Won't Wait Fund through a new partnership with the **Breast Cancer Research Foundation** (BCRF), committing a minimum of \$250,000 to advance breast cancer research.

Launched in recognition of Breast Cancer Awareness Month, the SharkNinja We Won't Wait Fund is rooted in a simple belief: the time to invest in innovative breast cancer research is now. The fund will support early-career researchers, helping provide the resources they need to establish research programs and pursue promising ideas in breast cancer prevention and treatment, ultimately bringing us closer to a cure.

"Our mission at SharkNinja is to positively impact people's lives, and that doesn't stop with the products we build," said Laura Dyer, SVP, Global Entertainment & Culture Strategy. "The Breast Cancer Research Foundation shares our belief that meaningful progress requires urgency and investment in the next generation of researchers. Through the We Won't Wait Fund, we're proud to help rising scientists pursue ideas that could lead to better prevention and more effective treatments, helping move us closer to a cure. People facing breast cancer can't wait for answers, and neither will we."

As part of its commitment, SharkNinja is introducing the We Won't Wait Collection,* a limited assortment of home and beauty products that gives consumers a way to support the cause. SharkNinja will donate 20% of gross sales from the collection to BCRF through May 2027, with a minimum total commitment of \$250,000.

“Breakthroughs in breast cancer research begin with bold ideas, but rising scientists need the resources to turn those ideas into meaningful discoveries,” said Donna McKay, President & CEO at the Breast Cancer Research Foundation. “We are grateful for SharkNinja’s truly insightful investment through the We Won’t Wait Fund, which will help strengthen the next generation of breast cancer researchers and accelerate progress for patients and families everywhere.”

Learn more about the **We Won’t Wait Collection**.

About the Breast Cancer Research Foundation

Breast cancer is a complex disease with no simple solution. Research is the key to stopping it in its tracks. Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation (BCRF) is the largest private funder of breast cancer research in the world. By investing in the best minds in science to examine every aspect of the disease from prevention to metastasis—and fostering cross-disciplinary collaboration—BCRF is accelerating the entire field and moves us closer to the answers we urgently need to be the end of breast cancer. Learn more and get involved at **BCRF.org**.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people’s lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market. Developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 4,100 associates, the company’s products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit **sharkninja.com**.

*Available while supplies last

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