

***Street Fighter V* to be Used in Fundraising Collaboration with the Breast Cancer Research Foundation!**

- Capcom aims to support breast cancer research and awareness efforts through leveraging its well-known fighting brand -

Capcom Co., Ltd. (Capcom) today announced that in honor of Breast Cancer Awareness Month in October, it will utilize its popular *Street Fighter* IP in a collaboration with the [Breast Cancer Research Foundation](#) (BCRF) to fundraise for breast cancer research.

Capcom will create two all-new pink themed costumes for *Street Fighter's* most popular characters, Chun-Li and Ryu, as exclusive purchasable items in the PlayStation 4 and Steam versions of *Street Fighter V*, available for a limited time worldwide from October 12, 2021 to November 13, 2021. All proceeds that Capcom receives for the purchases of the costumes will go to the Breast Cancer Research Foundation with a guaranteed minimum donation from Capcom of \$25,000 USD.

Capcom is committed to serving as a responsible corporate citizen and will continue to conduct proactive CSR activities that include the use of its games to invigorate communities and contribute to society.



Campaign banner



BCRF collaboration costumes

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 is the largest private funder of breast cancer research in the world. We invest in the best minds in science—from those investigating prevention to metastasis—and foster cross-disciplinary collaboration. Join us in fueling the world’s most promising research. With you, we will be the end of breast cancer. Learn more and get involved at [BCRF.org](#).

About the *Street Fighter* series:

With cumulative sales exceeding 46 million units worldwide (as of June 30, 2021), *Street Fighter* is one of Capcom’s most celebrated series and has excited fans throughout the world since its debut more than 30 years ago. In recent years *Street Fighter* has been a driving force in the esports versus fighting game category, further enhancing its presence.

*“PlayStation” is a registered trademark of Sony Computer Entertainment Inc.

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