



About the Card for the Cause

- What is the Card for the Cause?

Card for the Cause is a new membership program for people who really love la Madeleine and want to contribute to Susan G. Komen for the Cure® and the fight against breast cancer. Purchase the Card for the Cause for \$35 and receive 10 percent off most purchases for one year at la Madeleine – from cups of tomato basil soupe to jars of dressing. 1% of total purchases made when using the Card for the Cause will be donated to Susan G. Komen for the Cure®. The donation to Susan G. Komen for the Cure® may not be made during the entire membership program; however a minimum donation of \$25,000 will be made by la Madeleine to Susan G. Komen for the Cure®.

- Why did la Madeleine create the Card for the Cause?

Card for the Cause is the latest addition to our ongoing support of Susan G. Komen for the Cure®. In addition, the Card for the Cause was created with our most frequent customers in mind. It gives us a chance to recognize and offer everyday value to our guests who visit most often.

- What are the benefits of purchasing the Card for the Cause?

As a card holder, you'll enjoy —

- A 10 percent discount on most purchases for one year in any la Madeleine cafe
- 1% of most purchases made with the card will be donated to Susan G. Komen for the Cure® during our program with them.

- What is excluded from my 10 percent member discount?

- Alcohol and la Madeleine gift cards
- Other discounts that we may offer cannot be used with Card for the Cause

- How will I know if I received my 10 percent member discount?

Your discount will be applied when your registered Card for the Cause is presented and swiped through the point-of-sale system in any la Madeleine café. Your receipt will indicate the member discount was applied to qualifying items. You can also track your savings at lamadeleine.com/save.

- Can I combine my member discount with other offers and discounts?

Your member discount cannot be used in conjunction with any other discount, but we will gladly accept the Card for the Cause with specific item discounts, such as an E-club item discount, “buy one get one free” or item bundling pricing.

- When will I receive my 10% discount?

After you register your Card for the Cause at lamadeleine.com and you make a purchase at a la Madeleine café.

- How do I register my Card for the Cause?

It's simple— just visit lamadeleine.com. Be sure to have the 16-digit Card for the Cause number on hand.

- When does my Card for the Cause expire?

Your Card for the Cause will expire one year from the date of registration of your Card for the Cause.

- Can I transfer my Card for the Cause to someone else?

Cards are non-transferable from the Cardholder to others and cannot be shared with other groups, family members, friends and others.

- Can I give the Card for the Cause as a gift?

Yes, you may give a Card for the Cause as a gift, however the card should then be registered by your donee. It cannot be shared by group, family members, and others and must be registered upon receipt to redeem 10% discount.

- Can I use my Card for the Cause like a la Madeleine gift card?

The Card for the Cause is only a discount card and cannot be loaded with any credit.

- What if I lose my Card for the Cause?

Registering your Card for the Cause will help us identify lost or stolen cards. We cannot replace unregistered Card for the Cause cards and your membership may then be terminated.