

***LAURA CANADA AND THE CANADIAN CANCER SOCIETY  
CELEBRATING 10 YEARS OF PARTNERSHIP***

**Toronto, Ontario – June 16, 2008** – 2008 marks the 10<sup>th</sup> anniversary milestone of national Canadian women’s retailer Laura Canada’s partnership with the Canadian Cancer Society in the fight against breast cancer. Since 1998 Laura Canada with the support of its Laura, Laura Petites, Laura Plus, Laura Superstore and Melanie Lyne customers and employees has raised more than \$1.6 million for Canadian Cancer Society funded breast cancer research and support programs. Laura Canada will use the 10<sup>th</sup> anniversary as a means to increase public awareness for this cause as well as raise additional funds through a special series of monthly events and activities from June to December 2008.

“The Canadian Cancer Society is proud to celebrate 10 years of partnership with Laura Canada in the fight against breast cancer,” says Dr. Barbara Whyllie, CEO, Canadian Cancer Society. “Progress has been made against this disease and with the support of partners like Laura Canada, we will continue to search for a cure and encourage women to be proactive and informed about their breast health.”

Over the past ten years, the funds donated by Laura Canada to the Canadian Cancer Society have helped lead to important research breakthroughs\* in the field of breast cancer through their research partner, the National Cancer Institute of Canada, including:

- identifying breast density as a major risk factor for breast cancer;
- identifying that physically active postmenopausal women have a 30 to 40 per cent lower risk of developing breast cancer;
- and discovering that an intense drug regimen that includes a high dose of a drug called pharmorubicin (also called Epirubicin) improves survival and reduces the rate of cancer recurring - a regimen which is now widely used across Canada to treat women whose breast cancer might recur.

“This important progress would not have been possible without the support of valued partners like Laura Canada”, says Dr. Whyllie.

Laura Canada will launch the 10<sup>th</sup> anniversary series of events with the *Celebrate your Life with Laura* contest. From June 16, 2008 to July 13, 2008 family members and friends will be invited to write an inspirational letter about a loved one who has survived breast cancer. From the letters received, there will be a random draw and 3 breast cancer survivors will win an exciting Laura personal shopping experience in Montreal. The prize package will include a round-trip flight to Montreal, accommodations for two nights, a \$1,000 Laura shopping spree, a hair and make-up makeover as well as a professional photo shoot. Photos of the prize winners will be featured in Laura, Laura Petites, Laura Plus and Laura Superstores throughout Canada during Breast Cancer Awareness Month. Complete rules and regulations will be available online at [www.lauracanada.com](http://www.lauracanada.com) beginning June 16, 2008.

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**LAURA CANADA AND THE CANADIAN CANCER SOCIETY cont'd**

Events will continue throughout the balance of the year and will include the following highlights:

1. August 1, 2008 to September 30, 2008: Throughout the year, Laura Canada donates 1 per cent of all Laura Privilege Card sales, a customer loyalty program, to the Canadian Cancer Society. In honour of the 10<sup>th</sup> anniversary, Laura Canada is pleased to double this donation for the months of August and September 2008. During this time frame, customers will also have a chance to enter a draw to win one of 20 beautiful 'Tender is the Heart' charity figurines from Royal Doulton Canada Limited who are also celebrating 10 years of support for the Canadian Cancer Society.
2. August 14, 2008 and August 21, 2008 at 7:00 PM. Complimentary in-store breast health workshops hosted by the Canadian Cancer Society in select Laura store locations across Canada. The workshops will take place on Thursday, August 14, 2008 and Thursday, August 21, 2008 at 7:00 p.m. A complete listing of store locations holding workshops will be available in all Laura, Laura Petites, Laura Plus and Laura Superstore locations beginning August 1, 2008.
3. October 1, 2008 to October 31, 2008: In support of Breast Cancer Awareness Month, a specially designed thermal lunch tote will be sold for \$15.00 at all Laura, Laura Petites, Laura Plus and Laura Superstores. A portion of the purchase price will be donated to the Canadian Cancer Society.
4. November 18, 2008: Gala event in Laura, Rockland Centre, Montreal. The event will include a cheque presentation to the Canadian Cancer Society and a spring 2009 fashion show.
5. December 1, 2008 to December 31, 2008: Enter to win one of 120 Canadian Exclusive *Laura* charity figurines designed by Laura Canada and hand-crafted in bone china by Royal Doulton. Entry ballots will be available at all Laura, Laura Petites, Laura Plus and Laura Superstores across Canada.

Laura Canada ([www.lauracanada.com](http://www.lauracanada.com)) is a privately owned Canadian company with over 145 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne. Laura Canada has been a proud supporter of the Canadian Cancer Society since 1998 and raises funds through 3 national initiatives – a year-round promotion tied to the Laura Privilege customer loyalty program, an annual Breast Cancer Awareness Month retail promotion, and through participation in the Canadian Cancer Society's annual *Relay For Life* events. This June, Laura Canada employees are participating in the following *Relay For Life* events in their community: Quebec City (June 7), Laval (June 13), Nepean (June 13) and Mississauga (June 20).

The Canadian Cancer Society is a national community based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. When you want to know more about cancer, visit [www.cancer.ca](http://www.cancer.ca) or call the Society's toll-free bilingual *Cancer Information Service* at 1 888 939-3333.

\* Progress report on breast cancer research provided by the National Cancer Institute of Canada.

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