



**For Immediate Release**

### **Fashion 'Targets' Canadians**

*Rethink Breast Cancer launches annual Fashion Targets Breast Cancer campaign with hot new look for spring*

**TORONTO, ON – May 10, 2007**– Rethink Breast Cancer will target Canadians across the country with the launch of their ever popular Fashion Targets Breast Cancer (FTBC) campaign in 2007. This year's campaign will feature a new signature 'target' tee in silver and blue available in select boutiques and select Roots stores across the country in early May, designed to raise awareness and funds for important breast cancer research and education.

New for 2007, Rethink Breast Cancer will offer style conscious Canadians the chance to show their support through even more of the 'must have' branded apparel, including the addition of heather grey tees, black, white and heather grey tank tops and stylish tote bags.

"We are really excited to partner with socially conscious boutiques and select Roots stores across the country for Fashion Targets Breast Cancer, 2007," said Mary-Jo DeCoteau, executive director of Rethink Breast Cancer. "The enthusiasm and support Canadians have shown towards this campaign each year is overwhelming. Since launching in Canada six years ago, we're proud to announce that the FTBC campaign has raised over one million dollars!"

Not only does the 'target' apparel remind women about the importance of early detection, but Rethink Breast Cancer has committed 50 per cent of all retail sales and 100 per cent of proceeds from corporate sales to fund their various research, support and awareness programs that have helped countless women across the country fighting the disease.

As part of this year's campaign, Rethink also hosted a national design contest with fashion schools and interested Canadians who have been affected by breast cancer. The contest challenged participants to design a target inspired t-shirt representing their take on breast cancer or how the cause has affected them personally. Entries from across the country were narrowed down to the top 10 designs by a judging panel of well known fashion and media personalities including: Liz West (Star! Daily), Jessi Cruickshank and Dan Levy (MTV), Amoryn Engel (National Post), Adriana Ermter (Sweetspot.ca) and Michael Budman (Founder of Roots Canada). The 10 chosen submissions from designers across Canada were posted on the official FTBC website ([www.fashiontargets.ca](http://www.fashiontargets.ca)) and an overwhelming 3,000 Canadians voted for their favourite entry! Many of the finalists will be in attendance as their top 10 designs are showcased at the Fashion Targets Breast Cancer launch party on May 10<sup>th</sup>, and a winner will also be announced.

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“By wearing the ‘target’ t-shirt, Canadians are showing their support for the breast cancer cause; but knowing how to provide emotional and practical support for women who are facing this disease can be just as important. We urge everyone to find out how to be a Breast Friend,” added DeCoteau.

This year, in support of FTBC, Rethink Breast Cancer has partnered with Chatelaine and Roche Canada to highlight the importance of having a Breast Friend when diagnosed with the disease. The *Breast Friends* program recognizes the special friendship between women with breast cancer and those who support them through their disease. Since one in nine women in Canada will develop breast cancer at some point during her lifetime, Rethink Breast Cancer, Chatelaine and Roche Canada recognize that someone you know may need a Breast Friend and the strength and support to help make the right personal decisions at a difficult time. Canadians can find out how to be a Breast Friend on the tag of their FTBC t-shirt. To learn more or to share a story of support and friendship, visit at [www.chatelaine.com/health](http://www.chatelaine.com/health).

#### **About Fashion Targets Breast Cancer**

Rethink Breast Cancer launched the Fashion Targets Breast Cancer campaign in Canada in the fall of 2001. The national flagship campaign centers around the sale of limited edition t-shirts featuring a ‘target’ logo. Now a worldwide initiative with over 13 participating countries, the FTBC campaign has raised over \$40 million dollars for cancer charities around the world.

Fashion Targets Breast Cancer was inspired by Ralph Lauren in 1994. Keeping a commitment to *Washington Post* fashion editor and friend Nina Hyde, who died earlier that year, Lauren launched the ‘target’ tees at New York Fashion Week. Since then, Fashion Targets Breast Cancer has become the worldwide fashion community's singular and most successful response to breast cancer. Celebrities who have added their star power to the campaign include: Nelly Furtado, Sarah McLachlan, Chantal Kreviazuk, fashion designer Lida Baday, and international models Kate Moss, Cindy Crawford, Linda Evangelista, Naomi Campbell, Claudia Schiffer, and Helena Christanson.

For more information about activities associated with this year’s FTBC campaign, visit [www.fashiontargets.ca](http://www.fashiontargets.ca)

#### **Fashion Targets Fridays**

On Friday, May 25<sup>th</sup> Rethink Breast Cancer is challenging all Canadians to wear a Fashion Targets Breast Cancer item to work, to show their support for this important cause. Organizations are encouraged to get involved and unite employees by hosting fundraisers for Rethink Breast Cancer in support of Fashion Targets Breast Cancer and a disease that affects not only women, but entire families and communities.



As a bonus to employees taking part in the corporate program, all t-shirts sold will include a complimentary Schick razor, a proud supporter of Rethink Breast Cancer. Participating businesses are also eligible to win a variety of prizes, including: leather goods, premium denim, spa services and tickets to the exclusive FTBC launch party. The company that sells the most 'target' t-shirts receives special recognition, and a gourmet breakfast catered by Sir Corp (Service inspired Restaurants). Organizations interested in participating in the campaign are encouraged to visit [www.rethinkbreastcancer.com](http://www.rethinkbreastcancer.com) for more information.

### About Rethink Breast Cancer

Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, support, public awareness and fundraising – Rethink Breast Cancer is expanding support for the cause. Rethink has brought together some of Canada's leading scientists to develop a much needed research program focused on cultivating the talent of new young researchers. To find out more about Rethink Breast Cancer, please visit [www.rethinkbreastcancer.com](http://www.rethinkbreastcancer.com).

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### For more information, please contact:

Denise Dias  
Campaigns Manager  
Rethink Breast Cancer  
Phone: 416-920-0980  
Email: [denise@rethinkbreastcancer.com](mailto:denise@rethinkbreastcancer.com)

Alison Gordon  
Director of Marketing and Communications  
Rethink Breast Cancer  
Phone: 416-920-0980  
Email: [alisong@rethinkbreastcancer.com](mailto:alisong@rethinkbreastcancer.com)

Vesna Krklinski  
Six Degrees Medical Consulting  
Phone: 416-643-8621  
Email: [VKrklinski@sixdegreesmed.com](mailto:VKrklinski@sixdegreesmed.com)

OR

Laura Jablonski  
Six Degrees Medical Consulting  
Phone: 416-643-8597  
Email: [LJablonski@sixdegreesmed.com](mailto:LJablonski@sixdegreesmed.com)

### Notes to editors:

The 2007 Fashion Targets Breast Cancer product line is available at select boutique stores and select Roots stores across the country, and includes:

Short-sleeved fitted T-shirt \$29.95 available in black, white and heather grey XS - XL  
Unisex T-shirt \$29.95 available in black, white and heather grey XS - XXL  
Sleeveless long rib tank \$24.95 available in black, white and heather grey XS - XL  
Tote bag \$19.95 available in white, black and grey O/S



For a complete listing of participating boutiques and Roots stores, please visit [www.fashiontargets.ca](http://www.fashiontargets.ca) for more information.