



## NEWS RELEASE

February 14, 2008

### **TELUS “Rethinks” raising awareness about breast cancer**

*Rethink Breast Cancer gets support from TELUS team members across Canada*

**Toronto, ON** – Rethink Breast Cancer is thrilled to announce that TELUS is celebrating Valentine’s Day by launching a special program to make it easy for TELUS team members to support Rethink in its fight against breast cancer. This new initiative builds on the announcement by TELUS last week that it is currently sending Rethink Breast Cancer \$25 from the sale of each of its pink BlackBerry Pearl 8130 Smartphones.

TELUS team members will be able to choose how they get involved with Rethink Breast Cancer, a bold and innovative charity that supports young people affected by and concerned about breast cancer through original education, research and support programs. Some TELUS team members are kicking off the new relationship by attending the charity’s Little Sweetheart Ball, an event being held in Vancouver on February 17.

“The support that TELUS and its employees have shown through this partnership is a great example of how Canadian companies can give back to a cause that touches so many Canadians,” said Mary-Jo DeCoteau, executive director, Rethink Breast Cancer. “We encourage TELUS employees, as well as all Canadians, to celebrate Valentine’s Day by helping their loved ones learn more about breast health and the importance of early detection in the fight against breast cancer.”

“For TELUS team members, supporting the great work of Rethink Breast Cancer is an excellent example of how we put our commitment to give where we live into practice,” said Janet Yale, executive vice-president, Corporate Affairs at TELUS. “Breast Cancer touches so many families across Canada – including our team members and customers. What better way for TELUS to celebrate Valentine’s Day than by helping our team to support Rethink Breast Cancer programs that reach out to young people on such an important health issue.

TELUS team members can support Rethink Breast Cancer through a variety of innovative programs. For example, when a team member purchases a pink BlackBerry Pearl 8130 or refers family or friends to buy one, TELUS will double its regular \$25 contribution to \$50 for Rethink Breast Cancer. TELUS will also double its normal match for dollars that team members raise through their participation in Rethink Breast Cancer events. Rethink Breast Cancer will also be one of the community partners that TELUS team members can support through the annual TELUS Day of Service on May 31, 2008.

For more information about TELUS’ involvement with Rethink Breast Cancer and how you can help us raise money by getting the most fashionable cell phone device available, the pink BlackBerry Pearl 8130, please visit [www.telusmobility.com/pinkpearl](http://www.telusmobility.com/pinkpearl).

**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, visit [www.rethinkbreastcancer.com](http://www.rethinkbreastcancer.com).

**About TELUS**

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$9 billion of annual revenue and 11 million customer connections including 5.4 million wireless subscribers, 4.4 million wireline network access lines and 1.2 million Internet subscribers. TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video. Committed to being Canada's premier corporate citizen, we give where we live. Since 2000, TELUS and our team members have contributed more than \$113 million to charitable and non-profit organizations and volunteered more than 2 million hours of service to local communities. Eight TELUS Community Boards across Canada lead our local philanthropic initiatives. For more information about TELUS, please visit [www.telus.com](http://www.telus.com).

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