

RETHINK BREAST CANCER

RETHINK BREAST CANCER IS COMMITTED TO REVOLUTIONIZING THE FIGHT AGAINST BREAST CANCER IN CANADA:

- > By educating, engaging and inspiring people to consider the breast cancer movement in a new and more personal light.
- > By providing seed funding for innovative, high-impact research projects.
- > By unearthing new and previously untapped sources of funding to expand support for the cause.

NELLY FURTADO,
SINGER

This T-shirt saves lives

Show off your target to remind the women in your life of the importance of early detection.



WHAT YOU CAN DO

- > Volunteer for Rethink Breast Cancer for an hour a week or an hour a month. It all helps.
- > Make a monthly donation. Call **866-RETHINK (738-4465)** to set up a direct debit.
- > Organize a Fashion Targets Breast Cancer Day at your workplace. Get your company involved—call **866-RETHINK** for this and other great fundraising ideas.
- > Buy a target T-shirt (at Holt Renfrew stores across Canada, starting September 4, 2001)—your contribution will help fund crucial education and research efforts.
- > Shop at all Holt Renfrew stores - Private Shopping Night on September 12th and a Special Activity Day on September 15th - 2% of sales go to Rethink Breast Cancer.
- > And wear it—to remind the women in your life of the importance of early detection.

rethink
breast cancer

FASHION
MAGAZINE

HOLT RENFREW NATIONAL POST

DAVID SHIELDS



The Fashion Targets Breast Cancer name and logo are licensed by the CFDA Foundation, Inc., U.S.A.

The world's most fashionable charity campaign is finally coming to Canada.

LISA WINKLER, INTERNATIONAL MODEL,
AND ISAAC BOORNE, PRINCIPAL DANCER,
THE NATIONAL BALLET OF CANADA



FASHION
TARGETS
BREAST
CANCER
CANADA
2001

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PHOTOGRAPHY: DENISE WATKINS/STYLING: MARCOLO JOJO/DAVE

SPECIAL SECTION



Wearing it Well

Canadian and international personalities strut their stuff for Fashion Targets Breast Cancer Canada.

CYNTHIA DALE (LEFT) AND SHEILA MCCARTHY, ACTORS

WEAR



ANNE MURRAY,
CANADIAN ICON/SINGER

THIS

A phenomenal success in the U.S., Europe and South America, Fashion Targets Breast Cancer turns a simple wardrobe staple into a powerful statement. By Kate Rae

"I was 27 years old, healthy, with no family history of breast cancer. And then I found a lump."

Seven years ago, Lisa Jones had a job she loved at *Toronto Life* magazine and was planning her dream wedding. One day in May 1994, she was in the shower at her local gym when she noticed a discernible lump on the top of her right breast. She thought that maybe it was from working out—a strange new muscle, perhaps—but she had a strong feeling that something wasn't right. "Women ask me, 'How do you know if you've found a lump?' I tell them that even if it's a pea-sized lump, you know."

From her car, she called her closest friend, who convinced her to go straight to her doctor. She saw a surgeon later that week for a needle biopsy that showed abnormal cells. A tissue biopsy performed a few days later came back with the diagnosis that it was cancerous.

"The first feeling was denial. I wanted a second opinion. I was convinced it was a misdiagnosis," Jones says. "Then came the anger—at everyone and everything around me, but mostly at my own body. It's amazing how much of the initial fear is, essentially, vanity—I didn't want to lose my hair, let alone my breast."

Three weeks after her initial doctor's appointment, she had a lumpectomy to remove the 7 cm x 2 cm lump and 13 lymph nodes because there was concern that the cancer had spread. Jones began a six-month course of chemotherapy, ending with six weeks of radiation. At that point, she decided to postpone her wedding.

Her family and fiancé Brad (now her husband) were wonderfully supportive, but she knows how hard it was for them. To take some of the pressure off her family, she was also able to lean on her new peers. "At the hospital, there was a great network in terms of other patients—I was one of the youngest people there and they had an informal buddy system. With the other patients, I could talk about anything."

Jones' employers and co-workers were also supportive. "Even though I worked throughout my whole treatment—and even won a sales contest—they were amazing, never measuring me. It made me feel very safe. One night after my surgery, there was a knock on the door—a bunch of women

from my office were there with food and wine. We used to always have nights out together—this time, they brought it to me. I felt normal and that was so important."

For Jones, the best advice was to keep doing what she loved to do. "The worst thing in the world would be to curl up and wait to die. If you love biking, try to bike ride. If you love your job, keep working. Carrying on with everyday life is crucial."

She also suggests that it is very important to be aggressive about your treatment and to ask questions of your doctors and nurses. "Be in charge of your own body. If you're not comfortable with the treatment you're receiving, speak up. It's hard to be both patient and advocate, especially in such intimidating spaces, but it's important. It's a very daunting experience at first. But you do get used to it."

With her clean bill of health, Jones married Brad in June 1995. A year-and-a-half later, she gave birth to her twins, Austin and Rachael. She now works from home doing marketing and sales for various Canadian magazines and a promotional products company. Recently, she had the honour of being kicked off the case-study list at Princess Margaret Hospital for being "too healthy."

And despite recent reports deeming breast self-exams "harmful," Jones is living proof breast self-examination makes a difference. "If I had waited six months, I wouldn't be here today." If detected and treated early, breast cancer has a 95 per cent survival rate.

While it seems strange to term any such experience as lucky, Lisa Jones' certainly was. She detected her cancer early (thanks to the fact that she had inflammatory breast cancer, where the tissue is essentially allergic to the tumour—the resulting swelling and pain make it more noticeable), had a doctor who took her fears seriously, had a strong support network and her body responded extremely well to treatment.

But the statistics are alarming. Breast cancer is the leading cause of death among women aged 35 to 55. In 2001, approximately 19,500 Canadians will be diagnosed with breast cancer and 5,500 deaths will be attributed to the disease. One in nine women can expect to be diagnosed with breast cancer in her life. >



CAMILLA SCOTT, ACTOR



ERIC LINDROS, NHL PLAYER



SARAH MCLACHLAN, SINGER, SONGWRITER



ROBIN KAY, PRESIDENT, FASHION DESIGN COUNCIL OF CANADA



DUNCAN COUTTS, BASSIST, OUR LADY PEACE

T-shirts available for sale at Holt Renfrew stores across Canada, starting September 4, 2001.



CAROLE POPE, ROCK LEGEND, WRITER



CHANTAL KREMAZUK, SINGER, AND FAINE MADA, LEAD SINGER, OUR LADY PEACE



JOSEE CHOUINARD, FIGURE SKATING CHAMPION



PETER MANSBRIDGE, CHIEF CORRESPONDENT, CBC NEWS; ANCHOR, THE NATIONAL



LIDIA BZDAK, DESIGNER

“Breast cancer is not just a women’s issue — it affects children and friends of the women who are dealing with

The Fashion Industry Fights Back

Well-known for mobilizing its forces for a good cause, the fashion industry’s response to the increase in breast cancer statistics was not only immediate, but international in scope.

In 1990, *Washington Post* fashion editor Nina Hyde died from breast cancer. Before her death, she enlisted the help of her friend Ralph Lauren. “The fashion industry is so connected with women. I think this disease would be a really important thing for you to be involved with,” she told him. He listened.

Fashion Targets Breast Cancer was launched in 1994 by the Council of Fashion Designers of America (CFDA). The CFDA represents over 200 of America’s foremost fashion designers, including Ralph Lauren—but it wasn’t only designers who supported the effort. Fashion editors, models, photographers, makeup artists, stylists, retailers and consumers joined the fight, helping to make the first campaign an unparalleled success. This breakthrough program was based on a simple yet powerful concept: using a limited-edition T-shirt, featuring a Polo Ralph Lauren-designed bull’s eye, to raise funds for research and to point the spotlight on the breast-cancer cause.

Over 400,000 shirts were sold that year, raising \$2 million for the Nina Hyde Center for Breast Cancer Research at Georgetown University in Washington, D.C.

Global Partners Target Breast Cancer

The massive success of the campaign in the U.S. then led to similarly exciting initiatives in other countries.

Brazil’s Instituto Brasileiro do Controle do Câncer (IBCC) became the first charity outside of the U.S. to use the Fashion Targets Breast Cancer logo in 1995, when it sold 404,000 T-shirts in just six months. By late 1997, IBCC had raised enough funds to open a new screening and treatment facility, increasing its ability to screen women for cancer and provide treatment by 400 per cent.

Adding star power and cross-cultural momentum to the campaign, Brazilian supermodel Gisèle Bündchen approached the CFDA to offer her services against a fight she felt personally about—her grandmother died of breast cancer. Bündchen donated her time and became the face of Fashion Targets Breast Cancer 2000/2001 worldwide.

In 1996, with support from the British fashion industry, Breakthrough Breast Cancer mounted an impressive public information initiative via Fashion Targets Breast Cancer, including the publication of the *Breast Health Handbook*. It launched a second campaign in 1998, kicking off British fashion week, with Ralph Lauren serving as honorary chair, raising US\$2.2 million.

Other bold and highly effective campaigns have taken place in Argentina, Iceland (a country that despite its small population has a high occurrence of breast cancer), Australia and, most recently, Greece.

Canada Takes Aim

This September, Canada finally has its turn to sport the target and join in the fight. Teaming up with newly formed charity Rethink Breast Cancer, Fashion Targets Breast Cancer Canada sees the full support of Holt Renfrew and *FASHION Magazine*. The response so far has been remarkable.

“I was amazed at how quickly and enthusiastically everyone responded,” says Alan Gomez of *FASHION Magazine*. “Not only did the photographers and makeup artists donate their time, the celebrities photographed here were amazing. In true Canadian form, some of them, like Peter Mansbridge, even offered to help get other people on board. They were all so excited to be part of the campaign.”

Holt Renfrew is the exclusive retail partner of Fashion Targets Breast Cancer Canada. This is a huge, first-ever initiative for Holt Renfrew. The T-shirts are produced by Holt Renfrew Private Label and sold exclusively at their ten stores across Canada beginning September 4th. “Holt Renfrew is proud to be a founding partner of the Canadian launch of Fashion Targets Breast Cancer, by producing and selling the target T-shirt at all of our stores,” says Andrew Jennings, Holt Renfrew president. “Through the Fashion Targets Breast Cancer campaign, Holt Renfrew is committed to raising funds for Rethink Breast Cancer.”

Rethink Breast Cancer Canada was formed in March 2001 to attract those not responding to traditional charitable appeals. “Rethink wants to play a role in re-energizing and reinvigorating the breast cancer movement through strong, positive initiatives like Fashion Targets Breast Cancer,” says Mary-Jo DeCoteau, Rethink’s executive director. “Over the past decade, advances in treatment and diagnosis have been made and support for the cause has come a long way.

“However, with rates of breast cancer incidence still on the rise, it’s time to move beyond traditional communications. Rethink will be at the forefront, pushing for creative thinking and innovation in both education and medical research.”

It’s a frightening disease with overwhelming statistics. But if we take control, and pay as much attention to our breasts as they have garnered, we can make a difference. ☐

To find out how you can make a difference, visit rethinkbreastcancer.com or call 1-866-RETHINK.

T-shirts available for sale at Holt Renfrew stores across Canada, starting September 4, 2001.

PHOTOGRAPHS: CAROLE POPE, GREGG DEGUZMAN; CHANTAL KREMAZUK, FINE MADA, JACQUES LAFITTE; JOSEE CHOUINARD, JACQUES LAFITTE; PETER MANSBRIDGE, JACQUES LAFITTE; LIDIA BZDAK, JACQUES LAFITTE

all of us: the brothers, fathers, husbands,
this dreaded disease.” — Ralph Lauren

MARCIA KILGORE,
FOUNDER AND EXECUTIVE
DIRECTOR, BLISS WORLD

RETHINK BREAST CANCER'S PREVENTION TOP 10 LIST

- 1 Get moving! Exercising four hours a week has been reported to decrease risk by 60 per cent.
- 2 Avoid having more than one drink of alcohol per day (alcohol may raise your blood's estrogen levels).
- 3 Be aware that taking birth control pills for five years or longer can slightly increase your risk.
- 4 Eat right—a low-fat, high-fibre diet with lots of fruits and vegetables may decrease risk by 15 to 20 per cent.
- 5 Weigh the risks and benefits before taking hormone replacement therapy (HRT)—using some forms for 10 years or longer may slightly increase risk.
- 6 If you don't smoke, don't start. If you do, ask your doctor for help with quitting.
- 7 Women 20 and older should perform monthly breast self-exams (BSE) and have a physician-performed clinical breast exam at least every three years.
- 8 Women over 40 should have yearly mammograms and clinical breast exams and continue to perform monthly BSEs.
- 9 Family history? Consult your doctor about receiving annual mammograms starting at a younger age, as early as 25 in some cases.
- 10 Keep a healthy attitude and maintain your emotional health.