



**DESIGNER TRIBUTE**

The target logo was designed by Ralph Lauren in honour of his late friend Nina Hyde.

# More Than a Fashion Statement

Being fashionable is fabulous and fun. This May, it's also important

You keep up with the trends. You know your hair type, your skin type and which jeans flatter your figure. But how well do you know the landscape of your breasts?

**Know Thy Breasts**

Rethink Breast Cancer is a charity that raises funds to support new approaches to breast-cancer research and encourages young women to pay attention to their breast health. And they want you to get to know your breasts. The No. 1 defence against breast cancer is early detection. You should know what your breasts look and feel like so you notice any changes. Do self exams any way you feel comfortable – in the shower or when you put on your bra – and get checked at your annual physical.

2005

**Get Involved. Be informed.**

Canadian personalities have also joined forces for the cause. Nelly Furtado, Anne Murray and fashion designers David Dixon and Joeffer Caoc, among others, are urging you to rethink breast cancer. You can buy your own FTBC T-shirt for \$30 at Roots or online at roots.com. The proceeds go directly to the Rethink Breast Cancer charity. Make sure to wear the FTBC logo proudly on May 27. Send a message of awareness and hope to all those you love – including yourself.

## Easy as 1-2-3

**FASHION TARGETS FRIDAY**

On Friday, May 27 join us in wearing your target with pride

**1. Get the Ball Rolling!**  
Word of mouth is a great way to get the message out. Add Fashion Targets Friday to your next office meeting and send e-mails ahead of time to get people excited.

**2. Wear the t-shirt.**  
Plan in advance for everybody to wear the FTBC logo on Friday, May 27. Pass around fliers to notify colleagues about where they can get the t-shirt. Or create a committee to collect funds, pick up the t-shirts and distribute them at the beginning of the day!

**3. Get to Know Each Other.**  
Don't forget the charity behind the event. Take advantage of this worthy cause to engage in quality discussions with your workmates. Maybe you sit beside someone whose mother (or sister, aunt, neighbour...) has breast cancer. Encourage open dialogue and share your personal experiences. An important step in beating breast cancer is talking about it.

For more info on hosting a Fashion Targets Friday event visit [rethinkbreastcancer.com](http://rethinkbreastcancer.com).



2004

**Spread the Word**

Fashion Targets Breast Cancer (FTBC) is a stylish way to remind yourself, and other women in your life, to look after your health. This May, join people all over the world and wear your FTBC t-shirt. Get your colleagues, friends and family involved. (See our **Easy as 1-2-3**, right.)



2003

**The Logo**

The FTBC logo – four concentric circles centred on your chest – was created by Ralph Lauren in honour of his friend Nina Hyde, a fashion editor at *The Washington Post* who died of breast cancer in 1990. With the help of the Council of Fashion Designers of America, supermodels were soon wearing t-shirts imprinted with the logo. In the years since FTBC was launched, hundreds of thousands of shirts have been sold, raising funds for breast-cancer screening clinics and research in Brazil, the U.K., Turkey, Greece, Australia, Japan, Cyprus, the U.S. and now Canada.

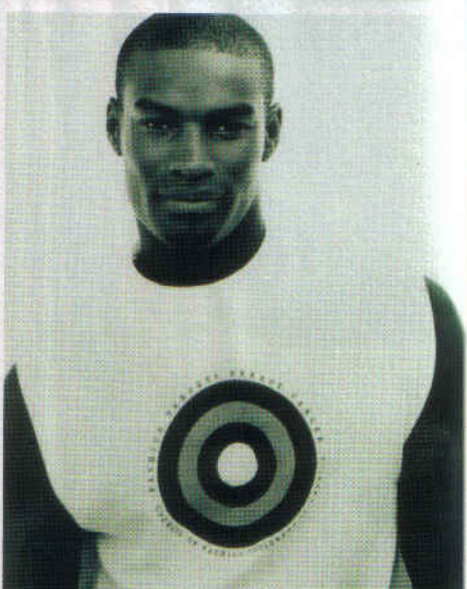


2002

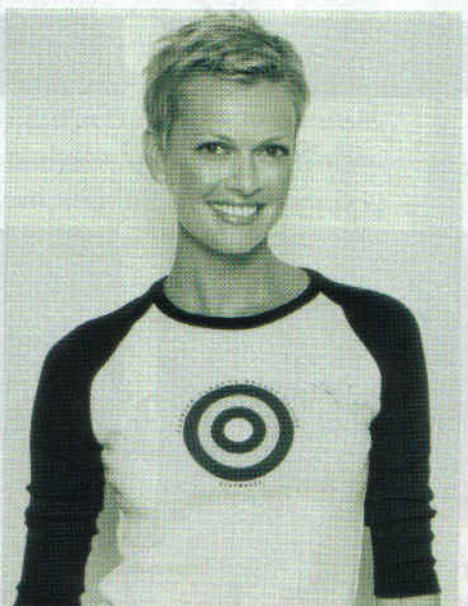
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**rethink** **ROOTS**  
breast cancer

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rethinkbreastcancer.com



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FASHION 18

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