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Sequined Bulls Eye Tee for Rethink Breast Cancer 1 Comments

By Rachel S
Posted on 05 Apr 2011 at 6:25pm
Fashion Targets Breast Cancer Campaign






From April 15, 2011 and throughout May, Rethink Breast Cancer and the Joe Fresh® brand are introducing colorful new bullseye tees (no pink) and totes to raise funds for breast cancer research, education and support.

Tees are \$12 and totes are \$24. The limited-edition sequined bulls'eye is \$14 but only 1000 will be available at select Joe Fresh locations (including 540 Granville St, Vancouver; 396 St Clair Ave, Toronto; 10 Lower Jarvis St, Toronto; Heartland Town Centre, Mississauga).

The face of this year's campaign is model and two-time cancer survivor, Patti Hansen, who poses with her two daughters Theodora and Alexandra Richards (the girls' father is Keith Richards of the Rolling Stones). Hansen was honoured to be asked to be part of one of cancer's most fashionable fundraising initiatives and donated her time to be part of the campaign.

Wear your Fashion Targets Breast Cancer tee on Fashion Targets Friday – Friday May 27, 2011. Join hundreds of Canadians across Canada who will wear their target tee on this day to remind women to "target" their breasts and help raise awareness for the cause.

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