

**FOR IMMEDIATE RELEASE**

**Contact:**

Tracey Ferriss, Fleishman-Hillard Canada

Tel: 416-214-0701 Fax: 416-214-0720

## ***FASHION TARGETS BREAST CANCER MAKES CANADIAN DEBUT***

**Rethink Breast Cancer Canada teams up with Holt Renfrew for inaugural shopping fundraising events**

**Toronto, ON – August 2001 - Rethink Breast Cancer Canada** will bring the world famous *Fashion Targets Breast Cancer (FTBC)* campaign to Canada for the first time this fall with the support of national sponsors Holt Renfrew and *Fashion Magazine*. Founded in the U.S. in 1994, the campaign has raised over \$16 million dollars (U.S./net) to date in support of breast cancer research and has expanded to countries throughout the world, including Argentina, Australia, Brazil, Greece, Iceland and the United Kingdom.

The centrepiece of this Canadian initiative is the sale of limited edition *FTBC* Canada T-shirts, which are produced by Holt Renfrew's private label and will go on sale September 1, 2001 at nine Holt Renfrew locations. The T-shirts feature the now famous logo, with concentric circles of alternating shades of blue with a white centre, underscoring the campaign theme: *Fashion Targets Breast Cancer*.

**"Rethink Breast Cancer** is excited to bring the *Fashion Targets Breast Cancer* campaign to Canada," says Rethink executive director Mary-Jo DeCoteau. "As **Rethink's** first national campaign, this fits perfectly with our mandate to develop a new approach and a positive style of communicating to women in their 40s, 30s and even 20s, who may not consider themselves at risk for breast cancer." The target design and original *FTBC* campaign were both inspired by designer Ralph Lauren.

Holt Renfrew kicks off the initiative on September 12, 2001 with a nationwide private shopping night to benefit **Rethink's** *FTBC* Canada initiative, followed by a shopping day for the public on September 15, 2001. Both events will be hosted at Holt Renfrew locations across Canada (with the exception of Quebec City), with a percentage of sales made being donated to the charity Rethink Breast Cancer Canada.

**Rethink Breast Cancer Canada** is an innovative new charity dedicated to thinking differently about how to beat breast cancer. By taking a breakthrough approach to all aspects of breast cancer—medical research, public awareness and fundraising—Rethink will play an important role in expanding support for the cause.

Holt Renfrew is renowned for offering its customers the highest standard of excellence in both customer service and merchandise quality and selection in its 10 locations across Canada. Holt Renfrew locations across the country include, Toronto, Ottawa, Montreal, Rockland, Quebec City, Vancouver, Calgary and Edmonton.