




It's 2006.

We have a minority government in Ottawa.

And women occupy just 65 out of 308 seats in the House of Commons

As Canadians get set to head to the polls, we've put together a campaign of our own, stacking the ballot with remarkable women we'd like to see run. From daycare to our environment, these women stand for the issues Canadians care about, and have the values and conviction to make a real difference on Parliament Hill. You won't see their names come election day, but if we had it our way, this is the stuff all politicians would be made of. >

 **Time to vote** Which of these 12 remarkable women would get your vote? Go to www.chatelaine.com/vote to cast your ballot.

the trendsetter

MJ DeCoteau, 35, Toronto



WHY SHE'D GET OUR VOTE The first thing you notice in MJ DeCoteau's Toronto office is a poster for a Rethink Breast Cancer event. It's a hot-pink illustration of a woman's body clad only in a garter belt and stockings, with the word "burlesque" printed in curvy type across it.

This is an executive who knows how to reach her generation. And the success of her brainchild, Rethink Breast Cancer, a hip charity aimed at twenty- and thirtysomethings, depends on it. DeCoteau became interested in the cause when, at 22, she lost her mother to the disease. "It changed my life in so many ways," she says today. "But I was still a young adult, who loved fashion magazines and going out to see bands."

DeCoteau says politicians would be wise to consider the unique concerns of young people if they want their votes. "One way to do this is through better marketing and campaigns," she says. Like Rethink's brochures, full of fun graphics, and its events, with sexy cocktails, naughty nibblies and, of course, burlesque.

DeCoteau knows how to throw a good party, but she also gets down to business. Since its inception in 2001, Rethink has raised more than \$4 million. And she's proven it's possible to address a serious cause with glamour and fun. That's obvious even from her choice of campaign colour: "It would be pink, but it would have to be strong. It would have to be hot pink." RASHA MOURTADA