

Pretty in Pink: Rethink Breast Cancer receives \$1.15 million from TELUS

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With overwhelming support from team members and clients TELUS reaches their goal for National Breast Cancer Month and extends their program until December 31st

TORONTO, Oct. 22 /CNW/ - Today, TELUS rounds-out National Breast Cancer Awareness month by presenting Rethink Breast Cancer with \$1.15 million and announcing the continuation of their support. TELUS and Rethink challenged Canadians to show, wear and share their support for breast cancer and with awe-inspiring success, thousands have been 'tickled pink'.

"We are thrilled to receive this support from TELUS, especially as we near the end of National Breast Cancer Awareness Month," said MJ DeCoteau, executive director, Rethink Breast Cancer. "The entire TELUS team has demonstrated incredible dedication to the cause and this \$1.15 million contribution is really going to help us to expand our programs and continue to raise awareness."

"It is TELUS' commitment to give where we live and on behalf of the entire TELUS team I am honoured to present Rethink Breast Cancer \$1.15 million in support of their program," said John Watson, president, TELUS Consumer Solutions. "Breast Cancer is something that touches the lives of our team members, our clients, our friends and our families across the country. We are pleased to announce that we will extend our help in fighting this disease by continuing to raise \$25 from the sale of every Pink BlackBerry Pearl for Rethink Breast Cancer until the end of the year."

TELUS and Rethink have connected Canadians with the Pink BlackBerry Pearl 8130 Smartphone and other pink products as part of their goal to raise \$1 million for the cause. In addition to donating \$25 from the sale of every exclusive Pink BlackBerry Pearl Smartphone since February, this month proceeds from GUND(TM) plush TELUS pink chameleon critters and Rethink's Fashion Targets Breast Cancer canvas totes are going to Rethink. The goal of raising \$1 million was successfully met and exceeded thanks to the entire TELUS team and TELUS clients across the country. TELUS' support does not end here, as today they announced that \$25 from every sale of the Pink BlackBerry Pearl will continue to be raised for Rethink until December 31, 2008.

TELUS and Rethink will continue to partner on other programs like Technology + Treatment, an initiative through which 50 women undergoing treatment for breast cancer will receive a BlackBerry Pink Pearl to keep them connected to friends and family as they navigate their way through the treatment and recovery process. TELUS is also a proud sponsor of Breast Fest Film Festival, the world's first film festival dedicated to breast cancer awareness.

Canadians can continue to show their support for Rethink Breast Cancer until December 31st by purchasing a Pink BlackBerry Pearl at a participating TELUS Retail location or online at telus.com.

About RETHINK Breast Cancer

Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. By taking a breakthrough approach to all aspects of breast cancer - medical research, support, public awareness and fundraising - Rethink Breast Cancer is expanding support for the cause. Rethink has brought together some of Canada's leading scientists to develop a much needed research program focused on cultivating the talent of new young researchers. To find out more about Rethink Breast Cancer, visit www.rethinkbreastcancer.com.

About TELUS

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$9.4 billion of annual revenue and 11.4 million customer connections including 5.8 million wireless subscribers, 4.3 million wireline network access lines and 1.2 million Internet subscribers. TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video. In support of our philosophy to give where we live, TELUS, our team members and alumni have contributed \$113 million to charitable and not-for-profit organizations and volunteered more than 2.1 million hours of service to local communities since 2000. Nine TELUS Community Boards across Canada lead our local philanthropic initiatives. For more information about TELUS, please visit telus.com.

Contacts

TELUS Media Relations

Anne-Julie Gratton

(416) 320-0364

aj.gratton@telus.com

Rethink Breast Cancer

All breast cancer related inquires: MJ DeCoteau

(416) 920-0980 ext. 232

All marketing

sponsorship and promotions inquires: Alison Gordon

(416) 920-0980 ext. 223