

**FOR IMMEDIATE RELEASE**

***Laura Canada Continues the Fight Against Breast Cancer***

**Montreal, Quebec – September 9, 2007** – Canadian women’s retailer Laura Canada is a longstanding proud supporter of the Canadian Cancer Society in the fight against breast cancer. Since 1998, Laura Canada, with the support of its Laura, Laura Petites, Laura Plus, Laura Superstore and Melanie Lyne customers, has raised more than \$1.5 million for breast cancer research and support programs.

This fall, from September 24 to October 31, Laura, Laura Petites, Laura Plus and Laura Superstores are proud to offer two items in support of Breast Cancer Awareness Month: The “Wrapped with Love” pink faceted glass heart pendant necklace with 40 cm rhodium plated chain and the “Wrapped with Love” compact mirror featuring one regular and one magnifying mirror. Each item will be sold for \$10 (plus applicable taxes) and comes with a pink organza keepsake pouch. Five dollars from every “Wrapped with Love” pink heart pendant necklace and “Wrapped with Love” compact mirror will be donated to the Canadian Cancer Society to fund breast cancer research and support programs.

“Our goal is to raise \$100,000 this October through the sale of our two “Wrapped with Love” fundraising items,” says Genny Iannucci, Public Relations Manger for Laura Canada. “Our previous “Wrapped with Love” fundraising initiatives during Breast Cancer Awareness Month were extremely successful and we are confident that we will reach our \$100,000 goal,” continues Iannucci.

A corporate leader in the fight against breast cancer, Laura Canada also raises funds throughout the year through its Laura Privilege card, a customer loyalty program that offers a 10 percent discount on purchases at all Laura, Laura Petites, Laura Plus and Laura Superstores. A portion of the proceeds from the sale or renewal of each card is donated to the Canadian Cancer Society in support of breast cancer research and support programs.

In addition to offering the two “Wrapped with Love” fundraising items, Laura Canada will also be providing customers with up-to-date breast health information by distributing the Canadian Cancer Society’s information brochure, “Breast Health: What you can do” during the fund-raising campaign.

Laura Canada ([www.lauracanada.com](http://www.lauracanada.com)) is a privately owned Canadian company with 143 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

The Canadian Cancer Society is a national community based organization of volunteers whose mission is to eradicate cancer and improve the quality of life of people living with cancer. When you want to know more about cancer, visit [www.cancer.ca](http://www.cancer.ca) or call the Society’s toll-free bilingual *Cancer Information Service* at 1 888 939-3333.

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