



BREAST CANCER SOCIETY
of Canada™
LA SOCIÉTÉ DU CANCER DU SEIN
du Canada™

cleo

PRESS RELEASE

Breast Cancer Society of Canada and cleo Proudly Announce the 2017 Mother's Day Walk

Save a Life! Take a short walk to end breast cancer in the long run™

SARNIA, Ont. Dec. 12, 2016 – Make a difference May 7th and May 14th, 2017 with the Breast Cancer Society of Canada and **cleo**, as they team up again this year for the nationwide Mother's Day Walk.

cleo, the women's clothing and apparel store, will again partner with the Breast Cancer Society of Canada for this exciting, pink-powered event supporting breast cancer research in Canada. With the support and partnership of **cleo**, the annual walk has blossomed into a national event raising in excess of \$1.8 million.

The 2017 Mother's Day Walk will be held at 5 outdoor locations across Canada including Mississauga, Ont.; London, Ont.; Edmonton, Alta.; Sarnia, Ont.; Ottawa, Ont.; and an additional 70+ indoor walks held at **cleo** locations in malls/plazas.

Visit www.mothersdaywalk.ca or call 1-800-567-8767 to register. Collect pledges for lifesaving breast cancer research on your online personal fundraising page. Participants who meet tiered fundraising goals receive incentives including **cleo** gift vouchers.

"We are committed to funding research across Canada. From Calgary, Alberta to Halifax, Nova Scotia, we are developing new breast cancer treatment methods and improving patient outcomes," explains Breast Cancer Society of Canada CEO, Kimberly Carson. "Thanks to the generous support from **cleo**, we continue to expand research funding that encourages collaboration between treatments physicians and researchers, and truly impact breast cancer patients."

cleo is committed to its customers and the communities in which they live. "We are passionate about supporting breast cancer research, a cause that is dear to many of our customers' hearts. It is our pleasure to celebrate and participate in Mother's Day Walk annually," says **cleo** President, Lisa Hryciuk. "We support the Breast Cancer Society of Canada and the valuable work they do."

1 in 9 Canadian women is expected to develop breast cancer during her lifetime and 1 in 29 will die from it. The Breast Cancer Society of Canada and **cleo** extend a sincere thank you to everyone for their continued support in their journey to eradicate breast cancer.

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For more information please visit www.mothersdaywalk.ca or call 1-800-567-8757.



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The Breast Cancer Society of Canada is a registered, national, nonprofit, charitable organization dedicated to saving lives through breast cancer research. For more information please visit www.bcsc.ca.

cleo is a national specialty brand featuring fashion apparel in both regular and petite sizing. **cleo** supports the Breast Cancer Society of Canada year-round. With 90 stores in Canada, **cleo**, under Comark Inc., is based in Mississauga, ON.

For further information: Breast Cancer Society of Canada, 1-800-567-8767