



Canadian Cancer Society
Société canadienne
du cancer

Waterloo Region Unit

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A celebration of style, supporting the fight against cancer!

Kitchener-Waterloo, ON (November 24, 2011) – The Canadian Cancer Society Waterloo Region Unit is excited to announce the return of the region's most prestigious spring fashion show, ***Fashion for Life***. The 2012 event will take place on Wednesday, April 4, 2012, and will once again consist of two diverse shows - a noon show and an evening show, capturing audiences of 500 guests per show.

Fashion for Life brings together designers, celebrities, and industry professionals with our local community and those that have been touched by cancer for a celebration of style and survival.

"Because of the funds raised at events like ***Fashion for Life***, more people than ever are surviving cancer," shares Karen Griffiths, Manager, Canadian Cancer Society Waterloo Region Unit. "Today, over 62% of Canadians diagnosed with cancer will survive, compared to about 25% in the 1940s when the Canadian Cancer Society began funding research."

Each of the two distinct shows will offer over \$15,000 in prizes for those in attendance. The noon show will showcase various designers and fashions from *Biba Boutique*, a silent auction and a luncheon. The evening show will feature 14 local retailers, hair, makeup, models and fashion production by *GEMINI Models* in Kitchener, appetizers and desserts, and the opportunity to win one of many luxurious door prizes.

Since its inception in 2010, ***Fashion for Life***, has raised more than \$145,000 to help fund leading-edge cancer research, prevention and health promotion programs, advocacy and support services. "We are thrilled that this event has been so well received by the community," says Griffiths. "Their support is invaluable to the continued success and growth of this incredible event."

About the Canadian Cancer Society, Ontario Division

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. When you want to know more about cancer, visit our website www.cancer.ca or call our toll-free, bilingual *Cancer Information Service* at 1 888 939-3333.

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For more information or to arrange an interview opportunity, please contact:

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