



Dear Friend,

The CURE Foundation invites you to be a part of the 20th edition of NATIONAL DENIM DAY for breast cancer on Tuesday, **May 10th, 2016**, in honor of Mother's Day.

Founded in October 1996, CURE is a national foundation that provides funding for basic and clinical research of breast cancer. Our mission is to work with women and men, health professionals, complementary foundations and Canadian teaching hospitals to improve breast cancer outcome for those affected. The Foundation supports research, education awareness and the purchase of equipment that can help realize these goals.

Participation is simple: businesses, organizations and institutions such as yours, are encouraged to allow employees, members and/or students to wear denim and receive CURE's "pink flower" ribbon in exchange for a suggested \$5 donation. The CURE Foundation also welcomes matching donations from corporations who wish to support their employees' contributions to the fight against breast cancer.

Each participant will receive a free kit, which includes "pink flower" ribbons, posters, a return envelope and an income tax receipt form: everything needed to build awareness and ensure easy implementation of this exciting campaign!

What makes this initiative so special is its simplicity. The event is accessible to Canadians from all walks of life. In just 3 simple steps, anyone can create awareness and contribute invaluable funding towards breast cancer education and research. Wear your denim, the pink flower ribbon, and make a contribution. Think of it as a "casual" way to find a cure.

CURE has raised close to **\$28** million since its inception. The generosity of the Canadians who have participated in National Denim Day has benefited thousands of people faced with the devastating effects of breast cancer.

According to the Canadian Cancer Society, an estimated **25,000** new cases of breast cancer were diagnosed in women, **220** new cases in men, and **5,060** persons died of this disease in 2015. Your participation in National Denim Day **2016** can change these statistics.

Help make a difference and join us in the fight against breast cancer.

OR TEXT DENIM TO 30333 TO DONATE \$5 TO THE CURE FOUNDATION

Sincerely,
Kayley Patterson
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