

2008 Look Good Feel Better Magazine Wins Prestigious PEARL Awards



TORONTO, November 2008 – Look Good Feel Better’s 2008 annual magazine recently won two distinguished PEARL AWARDS in New York City on November 13, 2008. The PEARL AWARDS are the gold standard for custom publishing in North America. This year, entries from over 650 publications from the US and Canada were judged by marketers, designers, editors and teachers of relevant disciplines from across the continent.

Nominated in two categories, the magazine won both a GOLD PEARL Award for ‘Editorial – Best Feature Article/Package’ and a BRONZE for ‘Strategy – Best Achievement of Corporate Objectives – Business to Consumer.’

Working alongside Transcontinental Custom Publishing, Look Good Feel Better (LGFB) created a magazine that encourages women with cancer to help manage the effects that cancer and its treatment can have on their appearance.

Each year, over 1.5 million copies of the magazine are inserted in subscriber copies of Canada’s leading fashion and beauty publications, and distributed between May and August of 2008. Additionally, the magazine is available at over 100 cancer care facilities and hospitals across the country that host the Look Good Feel Better workshop, as well as at special events from coast-to-coast including the Weekend to End Breast Cancer events and the Allied Beauty Association shows.

Sherry Abbott, Executive Director of LGFB said, “Women who have participated in the program are featured within the pages of the magazine. These personal, uplifting stories engage and reach out to readers – many of whom are on their own cancer journey. The book also provides important information for a vast network of family, friends and caregivers. The publication truly captures the essence of Look Good Feel Better.”

About Look Good Feel Better

In 1992, in an effort to give back to the community that supports their industry, the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA) pledged their commitment to women with cancer. The CCTFA Foundation was established to deliver the Look Good Feel Better program as the cosmetic industry’s charity of choice.

“Look Good Feel Better is Canada’s only charitable cancer program dedicated to empowering women to manage the appearance-related effects of cancer and its treatment, says Michael D. McLaughlin Chair of the CCTFA Foundation and President & CEO of Quadrant Cosmetics. “The program is built on the belief that if woman with cancer can be helped to look good, chances are she’ll feel better, her spirits will be lifted and she’ll be empowered to face her illness with greater confidence. It’s so aptly suited to our industry.”

Ad pages are currently being sold for the 2009 issue, with a space reservation deadline of December 11, 2008. Please contact Monica Drexler at Transcontinental (416.218.3604/drexlern@transcontinental) for more information.