



LOOK GOOD FEEL BETTER BALL 2009 BAL BELLE ET BIEN DANS SA PEAU

**Supporting Women with Cancer
at the 18th Annual
LOOK GOOD FEEL BETTER BALL**

TORONTO, ON (November 2, 2009) – On Saturday, November 14, The Canadian Cosmetic, Toiletry and Fragrance Association Foundation will host its 18th annual Look Good Feel Better Ball at the Fairmont Royal York. In true Canadian spirit, the night of celebrations will support Look Good Feel Better, Canada's unique national charitable program dedicated to empowering women with cancer.

Over the past 17 years the prestigious gala event has raised more than **\$8 million** and annually attracts over 700 ultra-stylish guests that make up the beauty, fashion, media and retail industries across Canada as well as those compassionate to the cause.

This year's Ball will celebrate an important milestone. "Look Good Feel Better, through its free two-hour workshop experience offered at over 100 cancer care facilities and hospitals across Canada, has served over 100,000 women since its inception in 1992," says Sherry Abbott, Executive Director, Canadian Cosmetic, Toiletry and Fragrance Association Foundation. "We're very proud of that, and it serves as a reminder to all of us who support the cause that the services we offer through our program continue to be needed in communities all across Canada," adds Abbott. Showcasing Canada's rich cultural diversity, the evening's dining and entertainment experience will take guests on a cross-country tour that is sure to engage the senses. Master of Ceremonies for the event will be Dianne Buckner, host of CBC's hit show *Dragons' Den*. The evening program will feature live performances by Canadian recording artists Amy Sky, Russell DeCarle and Alfie Zappacosta, among others.

Billed as an unforgettable evening, the black tie affair features a live auction showcasing some of Canada's finest regional destinations and unique experiences. From the opportunity to bid on a heli-hiking tour in the Bugaboos, to cheering our athletes on at the Vancouver 2010 Olympic Winter Games, there is sure to be a piece of Canada for all to enjoy and explore. The fantastic silent auction offering includes the ever-popular wine auction with over \$70,000 worth of fine vintages and an easy, environmentally friendly electronic bidding system.

Returning sponsors for this prestigious fundraising event include Coty Canada, Estee Lauder, Johnson & Johnson, Icon Digital Productions, Quadrant Cosmetics, TEVA Novopharm and Winners. Welcomed new sponsors are Coca Cola's Fuze brand, Pattison Outdoor Advertising and Cameron Capital. Event media partners include Transcontinental, Rogers, St. Joseph Media, Reader's Digest Association and TVA Publications.

The Look Good Feel Better Ball will commence at 6:00 p.m. For ticket information, please contact Moira McGrath at 905-890-5161 ext 224.

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