



**Look Good  
Feel Better™**  
Helping Women  
with Cancer

## For Immediate Release

November 14, 2006

# **Deal a Winning Hand and Support Women with Cancer at the 15<sup>th</sup> Annual “Look Good Feel Better Ball™”**

*Vintage Vegas theme to include celebrity appearance by “Las Vegas” star Molly Sims*

**Toronto (ON) — November 18, 2006** — “Luck be a lady tonight” – a beautiful, confident lady! Look Good Feel Better celebrates the 15<sup>th</sup> Anniversary of the Look Good Feel Better Ball with a spectacular tribute to Vintage Las Vegas at the Fairmont Royal York Hotel. Guests will delight in a live *Rat Pack* tribute performance, try their luck at the Hbc Jackpot slot machine, have photos snapped in the Elvis Chapel and have a chance to win a 2007 Volvo C70 convertible worth \$74,560.

The national non-profit cancer-support program for women hosts the annual fundraising event as a celebration of life and survival for women facing the challenges of the disease. The 2006 Look Good Feel Better Ball will capture the vibrancy and excitement of Vegas in the 1960s for an estimated 700 guests including celebrities and beauty industry leaders, and expects to raise over \$600,000 for the Look Good Feel Better program.

“Since its inception in 1992, Look Good Feel Better has helped thousands of women to look good and feel better about themselves during cancer treatment,” says Sherry Abbott, Executive Director, Look Good Feel Better. “Thanks to the generous support of the members of the Canadian Cosmetic, Toiletry and Fragrance Association and our valued sponsors, we continue to build awareness and raise funds for this important initiative.”

“P&G Beauty is honoured to be the presenting sponsor of the 2006 Look Good Feel Better Ball,” says Julie Marchant-Houle, Event Chair and P&G Canada Beauty Marketing Director. As one of the largest beauty companies in Canada, we’re committed to supporting the industry’s charity of choice by sponsoring important fundraising events such as this to benefit women living with cancer.”

As part of their support of the evening, P&G Beauty’s brand, Cover Girl, have flown in Molly Sims, Cover Girl model and star of the hit TV series “Las Vegas, as their special celebrity guest.

### **Event Sponsors Making a Difference**

Event sponsors include member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA): Presenting Sponsor, P&G Beauty; Diamond Sponsors: Hudson’s Bay Company, Rogers Media; Platinum Sponsors: L’Oreal Canada, Shoppers Drug Mart, Transcontinental Publishing, Volvo Cars of Canada; and Gold Sponsors, Reader’s Digest Association, Sears Canada, St. Joseph Media, TVA Publications, Showmakers and Rodenkirchen Communications.

### **About Look Good Feel Better**

**Look Good Feel Better™** is a national non-profit program committed to helping women manage the appearance related effects of cancer and its treatment. For many women, the appearance related effects of cancer and its treatment can be as devastating as the diagnosis itself. As a result, the Look Good Feel Better program was created from the concept that, if a woman with cancer can be helped to look good, chances are she will feel better too.

The cornerstone of the program is the free 2-hour workshop where women learn simple cosmetic tips and techniques, hair alternatives, nail and skin care and cosmetic hygiene. Equally important, the workshops provide a safe and supportive environment where women benefit from the support and shared experiences of other women with cancer. The workshops are led by a total base of 1800 volunteers, all of whom are industry trained cosmetic advisors and hair alternatives specialists that generously donate their time and expertise. Workshops are offered in 100 hospital and cancer care facilities across Canada. For further details, visit [lookgoodfeelbetter.ca](http://lookgoodfeelbetter.ca) or call 1-800-914-LOOK.

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