



For Immediate Release

Time to Sparkle and Help Women with Cancer

Look Good Feel Better and Loblaw launch 2nd annual fundraising campaign with \$175,000 Goal

TORONTO, Ontario (August 29, 2006) – Look Good Feel Better™, the national non-profit cancer support program that helps Canadian women manage the appearance-related effects of cancer treatment, today announced a renewal of its partnership with Loblaw Companies Ltd. for its second annual Sparkle fundraising campaign. From Wednesday, September 13 to Saturday, September 30, shoppers can make a \$2 donation to support the Program's work. To showcase their support of the Program, customers will be given a special Look Good Feel Better Sparkle star to sign, and then have displayed in store.

"Last year's campaign was a huge success. The funds raised have put us well on our way this year to reaching our goal of delivering the Look Good Feel Better workshop to over 10,000 women across Canada. We are grateful for the support that Loblaw customers have shown us, and we hope that they will continue to help us put the sparkle back in the eyes of women with cancer," says Mara Bonadie, manager, marketing and communications, Look Good Feel Better. "The Program is the charity of choice for the Canadian Cosmetic, Toiletry and Fragrance Association Foundation, and through member companies, like Loblaw, we continue to build awareness for this important initiative."

The campaign's goal is to raise \$175,000 to continue to help Canadian women with cancer manage the appearance-related effects of cancer and its treatment.

"We are thrilled to be part of the Sparkle campaign again this year and encourage our customers and all Canadians to make a donation and make an impact on this program's goals," says Gerald Vandenberg, Loblaw Companies vice president of Drugstore Pharmacy.

Launched in 2005 the first Sparkle campaign raised more than \$125,000 to support Look Good Feel Better across Canada.

more...

Endorsed by the



A Program of the Canadian Cosmetic, Toiletry and Fragrance Association Foundation

420 Britannia Road East, Suite 102, Mississauga, Ontario L4Z 3L5 T 905 890-5161 F 905-890-2607
Registered Charity under BN 13374 0316 RR0001 lookgoodfeelbetter.ca



Availability

Look Good Feel Better Sparkle stars are exclusively available at Loblaw Companies Ltd. stores across Canada, including Loblaws, Fortinos, Extra Foods, Your Independent Grocer, Real Canadian Superstore, Zehrs, Atlantic Superstore and Maxi & Cie, from Wednesday, September 13, 2006 to Saturday, September 30, 2006.

About Look Good Feel Better™

Look Good Feel Better is a unique program committed to helping women with cancer take control of the appearance-related effects of cancer and its treatment. The cornerstone of the Program is a free, 2-hour workshop complete with a complimentary cosmetic and personal care kit. At the workshop women with cancer learn simple cosmetic tips, hair alternatives, and nail and skin care. The first Look Good Feel Better workshop was held in September 1992 at Princess Margaret Hospital in Toronto. According to Dr. Denny DePetrillo, Professor Gynaecologic Oncology at University of Toronto, "Look Good Feel Better is truly an inspiring program which has a positive impact on the morale of people with cancer. Through simple cosmetic and hair alternatives techniques, the program helps to boost the self-image of women undergoing cancer treatments. When receiving chemotherapy and radiation, a healthy optimistic attitude plays a tremendous role." Since that first workshop in 1992, the Look Good Feel Better Program has expanded to offer the workshop at 100 hospital and cancer care facilities across Canada, and has delivered the workshop to over 50,000 women.

In the spirit of giving back to the community that supports its industry, the program was founded, and is supported primarily by, the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA), as well as through like-minded sponsors. For further details, visit lookgoodfeelbetter.ca or call 1 800 914 LOOK.

-30-

For more information, interview opportunities or photos, please contact:

Nationally

Jennifer Wasley at 416 423 6605 or jennifer.wasley@porternovelli.com

Quebec

Aurore Sun at 514 527 5508 or aurora.sun@porternovelli.com

Western Canada

Alisa Cooper at 604 602 6405 or alisa.cooper@porternovelli.com