



mirror BALL 2010

The Mirror Ball 2010 in support of Women with Cancer

TORONTO, ON (November 2, 2010) – On Saturday, November 20, The Canadian Cosmetic, Toiletry and Fragrance Association Foundation will host its 19th annual fundraising gala at the Fairmont Royal York. Mirror Ball 2010, a reflection of music through the ages, is a night of celebration in support of women living with cancer.

For the past 18 years, this prestigious gala event has raised more than **\$8 million** and annually attracts 700 guests from the beauty, fashion and media industries and national retailers across Canada as well as those compassionate to the cause. CityLine host Tracy Moore is the Master of Ceremonies for this year's gala and CityNews reporter Cynthia Mulligan will share her experiences with cancer.

Chaired by Allan Lever, President, Hollywood Alliance Canada Inc., Mirror Ball 2010 will capture the musical mood through the ages – from Classical and World music to Hip-Hop, it will all go on under the mirror ball. “This evening's celebration supports the industry's most worthy charity of choice, Look Good Feel Better, which empowers women to face cancer with greater confidence,” says Allan Lever.

As part of the evening's festivities, the CCTFA Foundation will announce the launch of a new program, Facing Cancer Together, dedicated to supporting the psychosocial needs of women with cancer. This program features a welcoming new online community, facingcancer.ca, where women with cancer and those connected to them can find support and camaraderie with others on the same journey. Facingcancer.ca is made possible with a generous contribution from title sponsor Shoppers Drug Mart.

“Facing Cancer Together is an innovative new program that will help raise awareness of the importance of addressing and supporting the psychosocial needs of women with cancer,” says Sherry Abbott, Executive Director of the CCTFA Foundation.



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Billed as an unforgettable evening, the black tie affair features a live auction showcasing many unique experiences and luxurious items. On the auction block is a spectacular trip to the Crane Resort in Barbados, valued at \$25,000 and generously donated by the Heller family in loving memory of their daughter, Look Good Feel Better spokesperson Erika Heller. Tribute Entertainment Media Group is providing a stunning pair of diamond stud earrings valued at \$22,000, and bidders seeking a once-in-a-lifetime experience can vie for an opportunity to develop their own shade of lipstick at the MAC Cosmetics Canadian Innovation Centre. The fantastic silent auction offering includes the ever-popular fine wine auction, made possible by Lilia Lozinski and Dr. George Luczkiw.

Returning sponsors for this prestigious fundraising event include Coty Canada, Estée Lauder, Johnson & Johnson, Icon Digital Productions, Quadrant Cosmetics, TEVA, FUZE and Stylesense. Event media partners include Transcontinental, Rogers, St. Joseph Media, Reader's Digest Association and QMi Sales (formerly TVA Publications).

The Mirror Ball will commence at 6:00 p.m. For ticket information, please contact Hilda Yorke at 905-890-5161 ext 228.

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For more information, please contact Jane Connell at 416-856-3646 or email jane.connell@rogers.com.