



**Look Good
Feel Better™**

Sponsored by
Canadian
Cosmetic,
Toiletry &
Fragrance
Association

For Immediate Release

**THE BAY'S ANNUAL CHARITY BEAR RAISES \$125,000
FOR LOOK GOOD FEEL BETTER**

Toronto, ON (July 14, 2003) – Look Good Feel Better, the successful cancer-support program for women cancer patients, is pleased to announce the Bay has donated \$125,000 to lend its support to the program. The donation comes to the program by way of Wellington, the Bay's annual Charity Bear, which was sold in each of their locations during this past holiday season. This donation is part of a larger sponsorship that the Bay provides to Look Good Feel Better through their *Well Into The Future* program, which supports Canadians living with cancer and will assist Look Good Feel Better in improving the quality of life among women living with cancer across the country.

"Through the support of our customers and associates, the Bay's 2002 Charity Bear successfully raised \$500,000.00 in support of our four charitable partners under the *Well into the Future* program. To date the charity bear campaign has raised \$1.8 million dollars, enabling us to provide Look Good Feel Better, The Canadian Cancer Society, Wellspring Support Centres and the Childhood Cancer Foundation~Candlelighters Canada, with the funds to further develop and run cancer support programs and services for Canadians from coast to coast," said Gord Sonnenberg, Senior Vice President of Sales and Marketing, the Bay. "We are proud of the achievements surrounding the program and look forward to launching our new Charity Bear in the fall."

Since 1992, Look Good Feel Better has taught more than 400,000 women living with cancer about skin care and the use of cosmetic techniques and hair alternatives to help manage the appearance-related side effects of cancer and its treatment through one or more of its services. These include the free, two-hour workshops currently offered in more than 70 hospitals and cancer care facilities across Canada. Look Good Feel Better workshops, delivered by more than 1,200 industry-trained volunteers, teach a group of women about cosmetic hygiene, nail and skin care, hair alternatives and the program's "Signature 12-Steps" – a beauty regime where women learn how to, with the help of a complimentary tool kit of cosmetic products generously donated by the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association, recreate the look of eye lashes, give the illusion of eyebrows, minimize skin discolouration and add a healthy look to their complexion – and feel a little more like themselves again. Additionally, the group of women share common experiences, fears, concerns and laughter. Simply put, it's the "feel good" factor.

- 30 -

For more information, please contact:

Jennifer Thompson
Manager, Marketing & Communications
Look Good Feel Better
(905) 890-5161, extension 241
jthompson@lgfb.ca