



## For Immediate Release

### LOOK GOOD FEEL BETTER CELEBRATES 10 YEARS OF HELPING WOMEN WITH CANCER *Workshop on Wheels* 20-city tour kicks off today

**Toronto, ON (April 24, 2002)** – Marking its tenth anniversary, ***Look Good Feel Better*** today launched a 20-city, coast-to-coast tour across Canada to promote and build awareness for their renowned cancer support program.

Since 1992, Look Good Feel Better (LGFB) has taught more than 350,000 women living with cancer how to use cosmetic techniques and hair alternatives to help manage the appearance-related side effects of cancer and its treatment through one or more services, including its unique workshops.

Kicking off at Princess Margaret Hospital in Toronto – where Canada's first-ever workshop was held 10 years ago – LGFB will be travelling nationally over a six month period with the *Workshop on Wheels*, a customized 48-foot trailer, replicating a LGFB workshop environment and featuring live demonstrations of the 12-step program.

"The Look Good Feel Better 10<sup>th</sup> Anniversary Tour will allow us to go out into the community and heighten awareness of this very important program," says Sherry Abbott, national spokesperson for Look Good Feel Better. "Having had cancer myself, I know personally how this program helps women to manage the new challenges that cancer brings to their lives."

According to the Canadian Cancer Society, an estimated 67,200 women will be diagnosed with cancer this year in Canada. The side effects of cancer and its treatment go beyond the physical and can have a significant impact on a woman's quality of life.

"Look Good Feel Better is a valued component of the many programs and services that are available to help Canadians living with cancer. The Canadian Cancer Society is pleased to offer support to the program and applauds its efforts to improve the quality of life of women with cancer," says Julie White, Chief Executive Officer of the Canadian Cancer Society/National Cancer Institute of Canada.

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Sponsored by the member companies of the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA), Look Good Feel Better offers its free, two-hour workshops at 66 hospitals and cancer-care facilities across Canada.

"The Canadian cosmetics industry is dedicated to helping improve the quality of life of women living with cancer," says Charles Low, President of the CCTFA and CCTFA Foundation "Look Good Feel Better is our way of achieving this goal."

On October 8<sup>th</sup>, the Tour will culminate in Ottawa with the inaugural *Cancer, Confidence & You* Conference. The goal of the conference is to build awareness about free, non-medical programs designed to help people living with cancer. A day of program information and cancer education will be hosted by Canada's own Karen Kain. The conference will also feature a keynote address by Dr. John Pelizza, renowned authority on wellness, stress management and personal growth.

To further commemorate Look Good Feel Better's 10<sup>th</sup> anniversary, *Rainy Day Sunshine* has created a compilation CD of inspirational music, featuring the program's new theme song "Nothing Can Take Your Beauty Away". Written with Look Good Feel Better in mind, the song is movingly performed by Canadian recording artist, Russell deCarle, well-known member of the Juno award-winning group Prairie Oyster. For every CD sold, \$2 will be donated to the Look Good Feel Better program. To purchase a copy of Rainy Day Sunshine, visit [www.lookgoodfeelbetter.ca](http://www.lookgoodfeelbetter.ca)

LGFB is inviting those whose lives have been touched by cancer to submit their personal story or cancer experience to the *Reflections Collection*. Individuals are encouraged to drop off their *Reflections* submission at any one of the Look Good Feel Better *Workshop on Wheels* tour stops. To find out in what cities the *Workshop on Wheels* will be making a stop and for information about submitting entries to the *Reflections Collection*, please call 1-800-914-5665 or visit [www.lookgoodfeelbetter.ca](http://www.lookgoodfeelbetter.ca)

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