



For Immediate Release



**LOOK GOOD FEEL BETTER BALL
CELEBRATES 12 YEARS OF HELPING WOMEN
FACE CANCER WITH CONFIDENCE**

TORONTO, ON (November 4th, 2004) – Look Good Feel Better, the renowned cancer-support program, celebrates helping women to face cancer with greater confidence at the 13th annual Look Good Feel Better Ball (Saturday, November 6th, 2004) at the Metro Toronto Convention Centre.

The annual gala fundraiser, chaired by **Anne Tillman-Graham** (Vice President, Sales & Marketing) of **YSL Beauté**, is one of the city's "must attend" events of the season. The spectacular event attracts a number of Toronto's most influential partygoers and personalities, as well as captains of the beauty industry.

Look Good Feel Better is sponsored by the member companies of the **Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA)** and offers free, two-hour workshops in more than 90 hospitals and cancer-care facilities across the country. The program is dedicated to helping women living with cancer to learn special cosmetic techniques and hair alternatives to manage the appearance-related side effects of cancer and its treatment.

Themed "Vintage Glamour" and in the spirit of the art deco era of the roaring 1920's, **Platinum Event Sponsor, Hbc**, will roll-out an exciting Hbc gift card program and provide more than 600 guests with a unique opportunity to win a *Brian Gluckstein Home Living Room*, courtesy of Hbc.

Entertainment Sponsor, SEARS, is proud to present an intimate performance with Canadian crooner, **Matt Dusk**.

The whimsical black tie evening will include Silent and Live Auctions, complete with a 2004 BMWCi Cabriolet, courtesy of **Parkview BMW**.

Other event sponsors include: **Hbc** (Platinum Sponsor), **Aventis** (Platinum Sponsor), **AstraZeneca** (Gold Sponsor), **RBC Financial Group** (Gold Sponsor), **SEARS** (Gold Sponsor), **Shoppers Drug Mart** (Gold Sponsor), **Bellshire** (Silver Sponsor), **FUEL** (Silver Sponsor), **Icon** (Silver Sponsor), **Loblaws** (Silver Sponsor), **Rodenkirchen Communication** (Silver Sponsor), **Shiseido** (Silver Sponsor), **Lilia Lozinski** (Silver Sponsor) and **Dr. George Luczkiw** (Silver Sponsor).

The Look Good Feel Better Ball gets underway with cocktails at 6:00 p.m.

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For more information, please contact:

Jennifer Thompson
Manager, Marketing & Communications
Look Good Feel Better
(416) 275-3273
jthompson@lgfb.ca