

## **Canadian Breast Cancer Foundation CIBC Run for the Cure**

**GUELPH, May 12, 2009** – In honour of mothers everywhere, Guelph's new Kelsey's Restaurant opened its doors and its heart by generously donating more than \$500 to support the Canadian Breast Cancer Foundation's Guelph CIBC Run for the Cure.

During its Mother's Day weekend promotion, Kelsey's donated \$1.00 for every entrée sold to the Foundation's Guelph Run. "Kelsey's is proud to support the Foundation in its commitment to raise funds for vital breast cancer research, education and awareness programs," said XX, Kelsey's Restaurant Manager. Pink ribbons were donned by Kelsey's Restaurant staff and patrons alike to raise awareness for the downtown Run on Sunday, October 4.

"It is with the generous efforts of companies such as Kelsey's that we will be able to help create a future without breast cancer," said Rhonda McMahon, Run Director for the Guelph and area CIBC Run for the Cure. "We applaud the efforts of the Kelsey's Team and their dedication and commitment to the fight against breast cancer."

Because of the generous efforts, the 2008 Run had another record year, with over 170,000 people coming together in more than 55 communities across the country to raise a staggering \$28.5 million, including \$295,000 in Guelph and area.

All proceeds from the Canadian Breast Cancer Foundation CIBC Run for the Cure go directly to the leading national volunteer-based organization dedicated to creating a future without breast cancer. The Foundation works collaboratively to fund, support and advocate for:

- Relevant and innovative breast cancer research
- Meaningful education and awareness programs
- Early diagnosis and effective treatment
- A positive quality of life for those living with breast cancer

Founded in 1986, the Canadian Breast Cancer Foundation has offices in BC/Yukon, Alberta/NWT, Ontario, Atlantic Canada and a central office in Toronto. In regions without Foundation representation, we work collaboratively with community-based branch offices.

The annual Canadian Breast Cancer Foundation CIBC Run for the Cure is the largest single-day fundraising event in Canada dedicated to creating a future without breast cancer. People of all ages and abilities can participate in the Run on their own or as part of a team. Participants walk or run their choice of one or five kilometres. The Run will be held Sunday, October 4, 2009 in 55 communities across the country.

The Canadian Breast Cancer Foundation CIBC Run for the Cure is generously sponsored nationally by CIBC, Nygard, New Balance, McCain, Running Room, Canpar, Revlon and Ganong. The contribution of National Run Sponsors impacts every Run site through the work of volunteers, their participating Teams and through contributions of funds, prizes and talent.

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### **For more information:**

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