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April is Daffodil Month

28 March 2008

TORONTO -

The Canadian Cancer Society is proud to partner with companies that support our mission of eradicating cancer and improving the lives of those living with the disease. This April, we are working together with the following companies to raise awareness and funds in support of the fight against cancer.

Bond is Gardening for the Cause

Bond, a manufacturer of outdoor furniture and gardening tools, is encouraging Canadians to "Garden for the Cause," with their specially designed pink gardening tools available at various retailers from March through June 2008. Bond will donate 10 percent of the net proceeds of each "Garden For a Cause" product to the Society in support of breast cancer research. For more information visit www.bondmfg.com

Carpet One Welcomes Your Support

Carpet One, a leading retailer of carpet, laminates, vinyl, hardwood, ceramic tile and area rugs, is once again celebrating spring with the introduction of eight new specially designed welcome mats. From April through June 2008, Carpet One will donate 25 per cent from the sale of each of these mats to the Canadian Cancer Society in support of breast cancer research and support programs. For more information or to find a Carpet One retailer in your area, visit www.carpetone.ca.

CUETS CHOICE REWARDS cardholders are making a difference

CHOICE REWARDS cardholders have the power to make a difference in the fight against cancer. CUETS, the national MasterCard service provider, gives its cardholders the option to donate the points they earn through the CHOICE REWARDS loyalty program to the Canadian Cancer Society. All points donated through CUETS' CHOICE REWARDS program translate to cash donations to the Society. For more information about CUETS or to learn how to donate your CHOICE REWARDS, visit www.choicerewards.ca.

Energizer is Inspired to Keep Going

Energizer Canada Inc., one of the world's largest manufacturers of batteries and flashlights, is once again joining the Canadian Cancer Society in the fight against cancer. In recognition of *Daffodil Month*, Energizer will make a donation of \$30,000 to the Society in support of cancer research. As part of this campaign, Energizer will include a special daffodil bookmark in limited edition packs of AA8 Energizer Max batteries, available at all Wal-Mart locations across Canada. Energizer will also provide customers with cancer prevention information on special product displays during the campaign.

First Choice Haircutters Helps Cut Childhood Cancer

First Choice Haircutters, Canada's leading salon franchise, is proudly joining the Canadian Cancer Society again this April for their "Help Cut Childhood Cancer" campaign. From April 21 to 27, 2008, First Choice Haircutters will donate \$0.50 from every haircut to the Canadian Cancer Society in support of childhood cancer research. To find a location near you, visit www.firstchoice.com.

Indigo's Trusted Advisor Health Program

As Canada's leading provider of cancer information, the Canadian Cancer Society is a proud partner in 'The Indigo Trusted Advisor Health Program.' Indigo launched this program in October 2004 to provide Canadians with a trustworthy source for reliable, accessible and up-to-date health-related books and resources.

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1 888 939-3333 | info@cis.cancer.ca

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Through this initiative, Indigo helps to promote the Society's *Cancer Information Service*, Canada's only bilingual, toll-free service offering comprehensive, credible and personalized information about cancer and community resources. In addition, Indigo will donate a percentage of sales of all books, music, DVDs, and gifts purchased online using the link from the Society's website, www.cancer.ca. For more information on the Trusted Advisor Health Program, visit www.indigohealth.ca.

MidWestQuality Gloves looks forward to spring flowers

Midwest Quality Gloves, producer of work and garden gloves, as well as accessories, will once again feature their special yellow "Gardening Glove and Apron Set" in support of *Daffodil Month*. One dollar from the sale of each these sets will be donated to the Society in support of cancer research.

New this year, Midwest will also feature special pink gardening gloves, aprons and hats, with 10 percent of the net proceeds from the sale of each product donated to the Society in support of breast cancer research. All pink and yellow gardening products will be available at Canadian retailers from March through August 2008. For more information, visit www.midwestglove.com.

Pantene's Beautiful Lengths is making the kindest cut
Pantene and the Canadian Cancer Society have joined together for the *Pantene Beautiful Lengths* campaign, which encourages Canadians to donate their hair to create real-hair wigs for women who have lost their hair due to cancer treatment. Canadians who are unable to donate their hair are encouraged to make a donation in support of the campaign. For more information about the *Pantene Beautiful Lengths* program and how you can help make a difference in the lives of Canadian women battling cancer, please visit www.pantene.ca or call 1-800-945-7768.

Petro-Canada continues to support PETRO-POINTS* for Charity

Thanks to the ongoing support of Petro-Canada, PETRO-POINTS members can donate their points to the fight against cancer. Since its inception, Petro-Canada customers have donated over 271 million PETRO-POINTS to the Canadian Cancer Society in support of vital cancer information and support services.

Points can be donated in increments of 1,000 online at the PETRO-POINTS website (www.petro-points.com), at any participating Petro-Canada station or by calling a Petro-Canada Customer Service Representative at 1-800-668-0220. In addition, as a special offer, Petro-Canada will match all donations made by Citi™ PETRO-POINTS MasterCard® members up to 5,000 points, starting in April until May 31, 2008.

*Marque de commerce de Petro-Canada - Trademark.

Royal Canadian Golf Association encourages women to *Golf Fore the Cure*

The Canadian Cancer Society is proud to be the Royal Canadian Golf Association's (RCGA) charity of choice for the *Golf Fore the Cure* series of events - the signature charity event of their Women's Division. The objective of this program is to raise funds for the fight against breast cancer while promoting women's participation in the game of golf. In 2007, *Golf Fore the Cure* raised over \$380,000 in support of Society-funded breast cancer research.

Beginning in April, and continuing throughout the summer months, women across the country will once again participate in *Golf Fore the Cure* events in support of breast cancer research and local breast cancer support programs. For more information about *Golf Fore the Cure* or to find an event near you, visit www.rcgagolfforethecure.ca.

TPS'Pink Hockey Sticks

Inspired by the passing of Wayne Gretzky's mom, the most famous hockey mom of them all, in 2006 and 2007, TPS Hockey held a "Tribute to Hockey Moms" whereby NHL players throughout the league hit the ice with a pink hockey stick to support the fight against breast cancer. Given the overwhelming demand from the general public for pink sticks during the events, TPS Hockey has made their signature pink sticks available at the retail level. Hockey players at all levels will be able to purchase their own pink sticks in order to help raise additional funds and awareness in support of the fight against breast cancer. TPS will donate five percent of the proceeds from the sale of each special edition pink hockey stick to the Canadian Cancer Society in support of breast cancer research. The sticks are available at retail locations across Canada. For more information, visit www.tps-hockey.com.

[April in full bloom for Canadian Cancer Society's Daffodil Month](#)

[Daffodil fact sheet](#)

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is to eradicate cancer and to enhance the quality of life of people living with cancer. When you want to know more about cancer, visit our website www.cancer.ca or call our toll-free, bilingual Cancer Information Service at 1 888 939-3333.

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