



VICTORIA HOSPITALS  
FOUNDATION

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**MEDIA RELEASE**

## **Curves Fitness Runs Breast Cancer Awareness Campaign**

September 30, 2009

For Immediate Release

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Victoria, BC – October is Breast Cancer Awareness Month, and for the third year running throughout October two Curves Fitness locations are hosting a pledge drive in partnership with the Victoria Hospitals Foundation.

Proceeds support the Breast Health program at Victoria General Hospital, which works in collaboration with the BC Cancer Agency's Vancouver Island Cancer Centre, family physicians, general and plastic surgeons, the Alliance for Breast Cancer Information and Support, the Canadian Cancer Society and the Canadian Breast Cancer Foundation. In 2009 alone, it is estimated that 23,000 Canadian women will be diagnosed with Breast Cancer.

Participating locations include the McKenzie & Shelbourne (202-1595 McKenzie Ave) and Royal Oak Plaza (102-4475 Viewmont Ave) Curves outlets.

"This is a perfect opportunity for us to emphasize ways of prevention, and how women can significantly reduce their risk through exercise and diet," says Wendy Moore, owner of the two Saanich Curves locations. "We want to encourage women to learn more about the impact wellness has on preventing cancer."

Highlights of the month-long Curves campaign include:

- encouraging women to get annual mammograms and perform monthly breast self-exams
- providing a no-fee offer for membership to women who bring in a mammogram taken within the last year and join any Curves location during the month of October
- providing a no-fee offer for membership to women who make a \$25 donation to the Victoria Hospitals Foundation and join Curves during the month of October
- offering a unique home breast self-exam kit called Liv Aid, which makes the breast self-exam process more sensitive for detecting unusual lumps. For every Liv Aid kit sold, Curves will donate one to another woman who can't afford one.

With the help of their members and businesses in the community, to date these two Curves locations have raised more than \$6,000 for the Victoria Hospitals Foundation in support of Breast Health. Their efforts contributed to the purchase of a Breast Gamma Probe – vital medical equipment for the treatment of breast cancer – for Victoria General Hospital.

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On October 22, 2009, the Royal Oak Curves location hosts an "It's All About You" evening from 6-9 pm open to all women in the community. The evening includes a fashion show, silent auction, educational speakers and businesses who specialize in pampering. While the guests enjoy themselves, the underlying purpose is raising funds for the Victoria Hospitals Foundation in support of the Breast Health Program at the Victoria General Hospital and also to increase community awareness about the importance of early detection in the prevention of breast cancer, and the specialized hospital care provided here.

In 2007, event founder and Curves manager Diane Chenier collaborated with the Victoria Hospitals Foundation to develop an initiative that would combine her passion for fitness with an opportunity to support Vancouver Island women in need. Since then, the two Curves Saanich locations have raised more than \$6,000 in support of the Victoria Hospitals Foundation for Victoria General Hospital's Breast Health program.

Curves International recognizes October as Breast Cancer Awareness Month, and Canadian Curves franchises have fundraised \$390,000 in the last two years.

### **Ways to Support the Curves Breast Cancer Awareness Campaign**

- Pledge your support to a Curves member.
- Attend the "It's All About You" evening on October 22 at the Royal Oak Curves location, and donate at the event and/or purchase an auction item.
- Contact the Victoria Hospitals Foundation at 250-414-6688 or #602-620 View Street, Victoria, BC, V8W 1J6 or donate online at [www.victoriahf.ca](http://www.victoriahf.ca)

### **About the Victoria Hospitals Foundation**

The Victoria Hospitals Foundation works in partnership with the Vancouver Island Health Authority to enable donations to Vancouver Island's two largest and most comprehensive hospitals: the Royal Jubilee and the Victoria General. Every year the Foundation funds 40% of capital medical equipment purchases for these hospitals, and last year this amounted to more than \$6 million for urgently needed medical equipment and special projects that help these two hospitals provide care to all 752,000 residents of Vancouver Island. Since 1989, the Victoria Hospitals Foundation has raised more than \$70 million to benefit Royal Jubilee and Victoria General Hospitals. For more information, please call the Foundation at 250-414-6688 or go to [www.victoriahf.ca](http://www.victoriahf.ca).

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