

**Celebrating its 10<sup>th</sup> year of partnership with the Canadian Cancer Society,  
Laura Canada proudly offers the “Wrapped with Love” Lunch Tote  
in support of Breast Cancer Awareness Month**



**Laura “Wrapped with Love” Lunch Tote**

**Toronto, Ontario–September 10, 2008.** This October, support Breast Cancer Awareness Month by giving your brown-bag lunch routine a style makeover with the Laura “Wrapped with Love” insulated pink lunch tote. Available at all Laura, Laura Petites, Laura Plus and Laura Superstores, this fun and functional lunch tote will retail at the special price of \$15.00 from October 1 to October 31 (regular retail price is \$25.00), with \$5.00 from every purchase being donated to the Canadian Cancer Society to fund vital breast cancer research and support programs. Featuring roomy dimensions (22 cm L x 12.5cm W x 21 cm H), trendy patent detailing, insulated lining (perfect for keeping foods cold or hot) and a whimsical pink and grey geometric print, you’ll want to ‘pink-bag’ your lunch every day!

Since 1998, Laura Canada, with the support of its customers and employees, has raised more than \$1.6 million for Canadian Cancer Society funded breast cancer research and support programs. Funds are raised through 3 national initiatives – a year-round promotion tied to the Laura Privilege customer loyalty program, an annual Breast Cancer Awareness Month retail promotion, and through participation in the Canadian Cancer Society’s annual *Relay For Life* events.

Laura Canada ([www.lauracanada.com](http://www.lauracanada.com)) is a privately owned Canadian company with over 140 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne.

The Canadian Cancer Society is a national community based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. When you want to know more about cancer, visit [www.cancer.ca](http://www.cancer.ca) or call the Society’s toll-free bilingual *Cancer Information Service* at 1 888 939-3333.

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\* **High resolution image of the Laura “Wrapped with Love” Lunch Tote attached.**