



Laura Canada introduces the Laura Signature Charm Bracelet in support of Breast Cancer Awareness Month

For Immediate Release

Toronto, Ontario

Thursday, September 22nd, 2011

This October, your love of accessories can help support Breast Cancer Awareness Month with the purchase of an elegant charm bracelet found exclusively at Laura Canada. With every sale of this “charming” piece, Laura Canada will donate \$5.00 to the Canadian Cancer Society in support of the fight against breast cancer. Featuring three contemporary charms, this rhodium-plated bracelet comes with an irresistibly pretty pink and black box, ideal for gift-giving. Retailing for \$15.00 and available nationwide at all Laura, Laura Petites, Laura Plus and Laura Superstores, this bracelet offers the perfect way to allow your style to contribute to this important cause.



Since 1998, Laura Canada, with the support of its customers and employees, has raised \$2.2 million for Canadian Cancer Society-funded breast cancer research and support programs. Funds are raised through several themed promotions as well as a year-round promotion in association with the Laura Privilege Card.

The Canadian Cancer Society fights cancer by doing everything we can to prevent cancer, save lives and support people living with cancer. Join the fight! Go to fightback.ca to find out how you can help. When you want to know more about cancer, visit our website at cancer.ca or call our toll-free bilingual *Cancer Information Service* at 1 888 939-3333.

Laura Canada is a national Canadian women’s retailer with 170 stores across Canada this year. Founded in 1930 in the heart of Montreal, Quebec, Laura Canada has increased its holdings over the years by expanding throughout Quebec into Ontario, British Columbia, Alberta, Manitoba, Saskatchewan, New Brunswick, Nova Scotia and Newfoundland. Operating under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne, Laura Canada is a privately owned company.



Contact: Anna Mattiuzzo
Public Relations, Laura Canada
anna.mattiuzzo@laura.ca 1 (877) 256-6149 Ext. 3225

* High Resolution images of the signature Laura Charm Bracelet attached.