



**Laura Canada and the Canadian Cancer Society
Helping you Play it Safe in the Sun**



Sun hat, \$28.00.
Sunglasses with UV protection,
\$18.00.
Yellow V-neck tee shirt, \$39.99.
Items available at select Laura
and Laura Petites stores
www.lauracanada.com
1 (877) 973-6090



Sun hat, \$26.00.
Sunglasses with UV protection,
\$16.00.
Brown and cream print blouse,
\$80.00.
Items available at select Laura
Plus stores
www.lauracanada.com
1 (877) 973-6090

Toronto, Ontario – May 14, 2008 – In recognition of National Sun Awareness Week, May 26 to June 1, 2008, national women’s retailer Laura Canada (www.lauracanada.com), will be providing customers with up-to-date skin health information by offering the Canadian Cancer Society’s information brochure, “SunSense: Preventing skin cancer” in all Laura, Laura Petites, Laura Plus and Laura Superstores across Canada. The brochure includes timely advice on protecting yourself and your family from the sun as well as offering SunSense tips including the following:

1. Take precautions between 11 a.m. and 4 p.m. when the sun’s rays are the strongest.
2. Check the UV Index before you go out.
3. Cover your arms and legs.
4. Wear a wide brimmed hat to protect your head, face, neck and ears.
5. Stay in the shade – under trees, an awning or an umbrella.
6. Wear sunglasses with UV protection to protect your eyes.
7. Use sunscreen with an SPF of 15 or higher on exposed parts of your body. Apply it at least 20 minutes before going outside. Don’t forget your ears and neck.

Laura, Laura Petites, Laura Plus and Laura Superstores help you play it safe in the sun by offering an eye-catching collection of well-priced, designer inspired sunglasses, all with UV protection, as well as sun hats to help you keep you cool while shielding you from harmful rays.

Laura Canada (www.lauracanada.com) is a privately owned Canadian company with over 145 stores across Canada. Laura Canada operates under the banners of Laura, Laura Petites, Laura Plus and Melanie Lyne. Laura Canada has been a proud supporter of the Canadian Cancer Society since 1998, donating over \$1.6 million dollars for Canadian Cancer Society funded breast cancer research and support programs.

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 or call the Society’s toll-free bilingual *Cancer Information Service* at 1 888 939-3333.

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For additional information, visual material and/or product samples contact:
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