



## MEDIA ADVISORY

FDJ French Dressing, Inc.

**JUST TRY ON A PAIR OF FDJ FRENCH DRESSING JEANS  
AND JOIN THE FIGHT AGAINST BREAST CANCER.**

For each pair of FDJ French Dressing jeans tried on during the month of October, a donation of \$1 will be made towards breast cancer awareness and research.

*Next October, Breast Cancer Awareness Month, FDJ French Dressing Inc. will launch the 10<sup>th</sup> edition of its **Try the fit, help the cause** campaign. From October 1 to October 31, 2009, the company invites women to visit a participating boutique and try on a pair of FDJ French Dressing jeans. For each pair of jeans tried on during the campaign, \$1 will be directed to fund breast cancer awareness, support and research programs. The goal is to put an end to this scourge that afflicts one out of nine women during her lifetime.*

**What?** FDJ French Dressing Inc.'s **Try the fit, help the cause** campaign is in its 10<sup>th</sup> edition. Again this year, the company will donate \$1 for each pair of jeans tried on during the campaign. This iconic brand of jeans and sportswear affords a special importance to the well-being and health of women. So far the company has donated close to \$3 million to breast cancer awareness, support and research programs. It hopes, with the help of its customers, to surpass the \$3 million threshold during the coming campaign.

**Why?** One woman in nine is expected to develop breast cancer during her lifetime; one in twenty-eight will die. On average, 431 Canadian women are diagnosed with breast cancer each week. On average, 102 Canadian women die from breast cancer each week.

*(Source : Canadian Cancer Society/National Cancer Institute of Canada. Canadian Breast Cancer Statistics 2008, Toronto, Canada, 2008)*

**How?** Try on a pair of FDJ French Dressing jeans and \$1 will be donated to the fight against breast cancer.

**Where?** At any of the 2,000 independent and specialty participating boutiques. For boutique addresses in your area, visit [www.fdj.ca](http://www.fdj.ca) (Stores tab).

**When?** From October 1 to 31, 2009, during "Breast Cancer Awareness Month."

**FOLLOW YOUR CURVES WITH FDJ FRENCH DRESSING: FIND YOUR FIT FOR LIFE**

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**For media inquiries:** To set up a store visit or spokesperson interview and for all other information, please contact Julie Leblanc, at 514-783-1330, or at [jleblanc@girafe-communications.com](mailto:jleblanc@girafe-communications.com) Web site: [www.fdj.ca](http://www.fdj.ca)

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