

New Balance 2009 Lace Up for the Cure Program

New Balance Canada is proud to introduce the 6th edition of the **Lace Up for the Cure** program benefiting the Canadian Breast Cancer Foundation.



- Since 2003, New Balance Canada has supported the Canadian Breast Cancer Foundation and the Canadian Breast Cancer Foundation CIBC Run for the Cure by contributing over \$150,000 to the Foundation.
- The Run takes place on October 4th, 2009 in 56 communities across Canada.
- In 2009 New Balance Canada is aiming to contribute upwards of \$30,000 from its *Lace Up for the Cure* program.
- New for 2009 and exclusive to Canada – New Balance presents the premium **Pink Ribbon Shoe**:
 - One of New Balance's best premium running shoes (WR769CBC) now features the official pink ribbon of the Canadian Breast Cancer Foundation
 - The model is designed in bold colours to be noticed in an effort to raise awareness for the cause
 - The shoe can be found at most running specialty retailers and Running Room stores across Canada
 - 15% of the net sales from the *Lace Up for the Cure* footwear collection and the exclusive Pink Ribbon shoe will be contributed to the Canadian Breast Cancer Foundation

New Balance Canada also contributes to the Canadian Breast Cancer Foundation in other ways:

- In partnership with the Running Room, New Balance co-sponsors the **Survivor Clinics** which help over 600 breast cancer survivors train for their 5K event in Running Room clinics across Canada
- New Balance sponsors the **New Balance Women's Team Challenge Award** which celebrates the top fundraising women's team at each Run site.
- Run Rewards – As part of the Foundation's **Run Rewards** program for the Run, New Balance has donated shoes rewarding those that have achieved \$1,000 in their fundraising efforts.
- New Balance provides placement prizing, top fundraising prizing as well as supporting the grand **Determination Award** prizing along with Air Canada.

LOVE/hate. this is the new balance 



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