



For Immediate Release

**Kick Cancer To The Curb at *Kickbox for the Cure* Presented by CI Financial
- Black Ties, Ball Gowns & Boxing Gloves Combine To Raise Funds for Rethink Breast Cancer-**

Toronto, August 18, 2011- On September 30, 2011, *Kickbox for the Cure* presented by CI Financial will juxtapose black ties and ball gowns with boxing gloves, kick-boxing demos and a rousing match with one of Canada's top female kickboxers, Aynsley Lenkorn. Hosted at the Fairmont Royal York Hotel, the chic and irreverent gala aims to attract 600+ breast cancer supporters to raise over \$250,000 for the vital programs provided by Rethink Breast Cancer including education, research and new support services for young women across the country.

Spearheaded by Catherine McCormack, a nationally ranked track athlete and mother of two currently fighting her own battle with breast cancer, the event takes Catherine's love for the sport and skill of kickboxing and combines it with a night of fabulous food, fashion, entertainment and activities, including silent and live auction events featuring extraordinary experiences.

"The morning after each of my chemo sessions, I would kickbox with my friends, sending a message to cancer that I would kick it squarely to the curb!" says McCormack. "Kickbox for the Cure grew from this grassroots gathering of women, pulling together to support me in my fight against breast cancer, a disease that a staggering number of increasingly younger women are now facing."

MJ DeCoteau the Executive Director of Rethink Breast Cancer is excited to be associated with the innovative fundraiser. "It's so inspiring to see how Catherine's perseverance and determination have moved and motivated her dedicated team to create this bold event with an equally bold fundraising goal" explains DeCoteau. "It's wonderful to see a young woman battling breast cancer herself so determined to raise vital funds for our support and education programs which will help other women like her. Rethink Breast Cancer is thrilled to be working with Catherine and her committee on this much needed event and are proud to be teaming up to kick breast cancer to the curb!"

Event Details:

Date: Friday, September 30, 2011

Time: 7 PM

Location: Canadian Room at the Fairmont Royal York Hotel

100 Front Street West

Toronto, ON M5J 1E3

Tickets: \$150

Tickets to Kickbox for the Cure can be purchased at www.kickboxfortheure.com for \$150.

Breast cancer is the most common cancer among Canadian women (excluding non-melanoma skin cancer).

In 2011:

- One in 9 women are expected to develop breast cancer during their lifetime and one in 29 will die of it.
- An estimated 23,400 women will be diagnosed with breast cancer and 5,100 will die of it.
- An estimated 190 men will be diagnosed with breast cancer and 55 will die of it.
- On average, 64 Canadian women will be diagnosed with breast cancer every day.
- On average, 14 Canadian women will die of breast cancer every day.

Event sponsors include:

- Presenting Sponsor: CI Financial
- Platinum Sponsor: GMP Capital Inc.

About Catherine McCormack

Catherine McCormack is a competitive race walker, a mother of two young boys and a community activist who, at the young age of 39, has already taken on an 8 year battle with multiple sclerosis (MS) and, faced with a locally advanced breast cancer diagnosis in December 2010, has just undergone eight rounds of chemo therapy and a double mastectomy. Though she has been dealt what most would consider a very unfair hand, Catherine's spirit, energy, fitness level and drive are extraordinary. Believing that the only way through these challenges is to face them head on with humour, courage, and a positive attitude, Catherine credits her involvement in competitive sport as being responsible for her MS remission. She is facing breast cancer with the same level of defiance she did her MS diagnoses. In short, Catherine wants to "kick breast cancer firmly to the curb!" Throughout treatment, Catherine not only continued with her competitive race walking and competed at the Canadian Track and Field Championships in June shortly after finishing chemotherapy treatments, she also kept up with her kickboxing, an important part of her cross-training. The support she received from the women in her kickboxing class was remarkable. The women christened the Friday class after each of Catherine's Thursday chemo treatments "Pink Friday" with all wearing pink to show Catherine their love and support. Now, they are all rallying together in an even larger way to fight the disease and raise money for Rethink Breast Cancer through Kickbox for the Cure.

About the Kickbox for the Cure Kick-a-thon

Planning for a city-wide **kick-a-thon** is currently successfully underway, and will kick-start fundraising efforts for Kickbox for the Cure. Kickboxing clubs across Toronto can register their club, set a fundraising goal and encourage as many club members as possible to participate in this fundraising challenge scheduled to take place on September 24th. On this day each club will challenge their kick-a-thon team to get in the total number of kicks according to dollars raised. If you're interested in helping us kick cancer to the curb and would like to get involved, please visit kickboxfortheure.com for details.

About Rethink

We Are The Young Women's Breast Cancer Movement. Rethink Breast Cancer burst onto the scene in 2001 with a desire to change the face of breast cancer—to show that breast cancer is not just an older woman's disease; that young women get breast cancer too. Through bold, breakthrough campaigns like Fashion Targets Breast Cancer and hot, must-attend events like

Boobyball, Rethink has brought relevant awareness to the under-50 crowd; fostered a new generation of young and influential breast cancer supporters and infused sass and style into the cause. Most importantly, the funds raised have enabled Rethink to respond to the unique needs of young (or youngish) women going through breast cancer through pioneering education, research and support programs. www.rethinkbreastcancer.com

Media passes, images and interviews are available.

Contact

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