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NEWS RELEASE

Dress for the Cause Top Fundraiser

For the second successive year, Westside Secondary School is our top fundraiser

SARNIA, Ont., December 8, 2016 - The Breast Cancer Society of Canada (BCSC) is proud to announce the 2016 Dress for the Cause top fundraiser: Westside Secondary School, in Orangeville, Ontario.

Dress for the Cause is BCSC's annual breast cancer awareness month fundraiser that asks businesses, and schools to donate to breast cancer research. Since 1998, Dress for the Cause has raised more than \$8 million for breast cancer research in Canada.

Westside Secondary School has participated in Dress for the Cause since 2005, each year trying to surpass its previous year's fundraising total. Several faculty members of Westside Secondary School have experienced the impact of breast cancer, inspiring students and faculty to hold this yearly fundraiser rallying support.

Westside Secondary School is our top fundraisers for the second year in a row. The school raised \$23,342 this year, which is higher than any other company or group in Canada, for the second consecutive year. This brings the school's cumulative donation total above the incredible amount of \$100,000.

As the Dress for the Cause top fundraiser in Canada, Westside Secondary School will be awarded with a \$5,000 donation in their honour to their local cancer treatment centre; The Headwaters Health Care Centre.

"The continued spirit and commitment shown by Westside Secondary School is absolutely inspiring. The selflessness of Westside's student body and faculty sets an example for all Canadians. We are deeply thankful for Westside's support," said Kimberly Carson, CEO of BCSC.

"It's just an incredible moment, an incredible occasion," said Christine Kirkland, Westside Secondary School teacher and the annual event's longtime coordinator. "To be able to sit here right now and say that we've successfully raised over \$20,000 is just so surreal. It's completely overwhelming."

Thanks to gifts from generous donors like Westside, BCSC will continue to fund patient-focused research that encourages collaboration between treatment physicians and researchers to save lives make important advances for breast cancer patients. By continually expanding research funding, BCSC will be able to support more student researchers and senior scientists across the country.

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The Breast Cancer Society of Canada is a registered, national, nonprofit, charitable organization dedicated to saving lives through breast cancer research. For more information please visit www.bcsc.ca.

To learn more about Dress for the Cause please visit www.DressfortheCause.ca

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