



June 15, 2011

Fundraiser supports Manitobans experiencing financial hardship associated with Breast Cancer treatment and recovery

Up to 1,000 runners and walkers are expected to participate in this year's 3rd Annual Rocky Mountain Soap Company Women's Run & Walk set for Sunday, August 21, 2010 at Assiniboine Park.

Women's Run and Walk partners with Helping Hands for Manitobans with Breast Cancer

The event is a fundraiser for *Helping Hands for Manitobans with Breast Cancer* and aims to increase the awareness about financial hardship endured by breast cancer survivors. This charity provides assistance to women or men in Manitoba who are facing financial challenges while going through breast cancer treatment or recovery.

"This is a luxury women's event," said Rachel Parkinson, Past President of Helping Hands for Manitobans with Breast Cancer. "The event's focus is on celebrating being a woman. Extras like a race package filled with Rocky Mountain Soap Company 100% natural bath and body products, a healthy brunch, an aromatherapy station, zumba warm-up, post-race stretching, and massage will make it a very enjoyable day for all participants. And with the support and money raised, we can provide a helping hand to more Manitobans in need." Funds raised will be used to pay for non-insured breast cancer expenses such as prescriptions, travel expenses, accommodations, meals, childcare, special garments and rehabilitation services.

Those interested in participating or volunteering can visit www.rmswomensrun.com for more information. Early Bird Registration is \$50 before June 19, \$60 June 20 with the additional \$10 going to Helping Hands.

Founded in 2005, Helping Hands for Manitobans with Breast Cancer is a registered non-profit organization dedicated to providing assistance to women and men experiencing financial difficulties while undergoing treatment and follow up for breast cancer.

NOTE: that Helping Hands for Manitobans with Breast Cancer has no paid administrative positions and all funds raised go directly to Manitobans other than our office expenses.

For more info or to donate to Helping Hands for Manitobans with Breast Cancer, call 204-885-3246 or go to the website at www.helpinghands4mbwbc.com