



July 27, 2010

NEWS RELEASE – for immediate release

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 2nd Annual Rocky Mountain Soap Company Women's Run & Walk set for Saturday, August 28, 2010 at the Formal Gardens in 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 luxurious women's event," said Rachel Parkinson, President of Helping Hands for Manitobans with Breast Cancer. "The event's focus is on celebrating being a woman. Extras like a healthy brunch, post-race yoga, 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. Registration is limited, and is expected to close in mid-August.

Founded in 2005, Helping Hands for Manitobans with Breast Cancer (www.helpinghands4mbwbc.com) is a non-profit organization dedicated to providing assistance to women and men experiencing financial difficulties while undergoing treatment and follow up for breast cancer.

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.