



Put Your Star on the Big Screen and Help Create a Future Without Breast Cancer

Cineplex Entertainment offers Canadians the chance to see their name in lights while supporting the Canadian Breast Cancer Foundation

WHAT: "Put Your Star on the Big Screen" is a program through which Canadians can shine the spotlight on themselves – or in honour of a loved one – while doing something about breast cancer.

By following the simple online registration process and making a nominal donation to the Canadian Breast Cancer Foundation, Canadians can have their name appear in a special commercial that will run in Cineplex Entertainment theatres during the month of November.

WHEN: Registration is open now until Wednesday, October 18, 2006.
The ad begins running on Saturday, November 4, 2006.

HOW: Visit www.cineplex.com.
Make a minimum five dollar donation to the Canadian Breast Cancer Foundation. Enter the name of the person you'd like to make a star. Put the spotlight on anyone – yourself, a friend, a loved one – all while helping create a future without breast cancer.

WHY: Because over 22,000 Canadian women and men will be diagnosed with breast cancer this year. And because research *is* making a difference:

- Since 1993, the number of new breast cancer cases diagnosed among Canadian women each year has stabilized.
- The number of Canadians dying from breast cancer has decreased steadily.

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For more information, please contact:

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