

**OROMOCO THIS WEEK**

**Giant Tiger customers raising money for breast cancer research**

**By Gillian Christie**

*This week*

Giant Tiger's management and staff are, for the second year, offering shoppers the opportunity to support a cause they can feel good about. Support for the CURE Foundation is something that just makes sense, said Greg Long, manager of Giant Tiger in Oromocto.

CURE is a Canada-wide foundation that provides funding for breast cancer research. Their mission is to work with women and men, health professionals, other foundations and Canadian teaching hospitals to improve breast cancer outcomes for everyone affected. The foundation will support researchers, laboratories, projects and equipment which can help achieve these goals.

With the support of companies like Giant Tiger, more than \$14,000,000 has been raised.

Every year we do the pink ribbon campaign. We try to do different things. We sell the CURE paper icons and all proceeds go to the CURE Foundation," Long explained.

Many different pieces of pink CURE Foundation clothing and merchandise are also being sold within the store and there are tags attached to them to let the consumer know that all proceeds from these sales are going directly to the organization to assist in their research initiatives.

"Certainly, there's a lot of money generated [here]," Long said. "We sell gift cards and I believe 10 per cent of that actual amount goes towards the CURE and we sell those year-round."

"Nationwide, I think everyone's getting on board, to a greater or lesser degree," Long explained. "Fortunately we have a good few people in our office who, who are willing to get behind something."



**THIS WEEK/ GILLIAN CHRISTIE PHOTO**

**FOR THE CURE:** Management and staff at Oromocto's Giant Tiger store are participating in the retail chain's CURE Foundation fundraiser. Pictured above are store manager Greg Long, Angela Moase, Lindsey Harper, Christina Simms and Jared Dionne wear their pink shirts in support of the campaign, alongside some of the special merchandise on sale at the store.

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With October being breast cancer awareness month, this store's campaign merchandise has been placed more prominently within the store but it's also something they promote all year long. "It's not just a one-month thing, when the big push is on," Long pointed out.

The CURE foundation was started when, in 1996, founder Diane Proulx Guerrera was diagnosed with breast cancer.

David Thorpe, vice president of marketing at Giant Tiger says working with an organization like the CURE Foundation just made good corporate sense.

"We found them and we liked them because they are a grass-roots organization like Giant Tiger. The two had synergy. It's quite remarkable because Diane's a cancer survivor and she just wants to help people. We talked to her and it was just said lets work together. She's a pillar of strength."

"She doesn't have a big staff. So from our perspective, we like her because the money that is raised isn't being eroded by administration fees," Thorpe added. "What's really nice is they actually earmark where the money is going.

" In 2007, CURE Foundation contributed to Canadian Breast Cancer Research Alliance, Inherit BRCA's Project in Quebec, Canadian Breast Cancer Network in Ottawa, Regina's Breast Cancer Action Saskatchewan, a Montreal video project, Pont de Verre, Abreast in a Boat Society out of Delta, B.C., Winnipeg's Chemo Savvy dragon boat team, St. Joseph's Health Care in Hamilton, Ont., Kitchener, Ont.'s St. Mary's General Hospital, and the creation of a breast health booklet and breast self exam shower cards.

"It feels really good to be involved with them," Thorpe said. "Most of our customers are women and breast cancer is something that affects women, and men, but women primarily, so it resonates. Some of the people that work at Giant Tiger have had breast cancer, have survived breast cancer."

"It really hits close to home and we like to do things that touch our customers so this is important to be part of," he added.

Last year, Giant Tiger raised \$100,000 for the CURE Foundation.

"We'd like to raise more than last year but we don't really have a goal," Thorpe said. "We really like getting involved in our communities and doing really grass-roots initiatives for our customers. It feels really good".