

# Fashion

## about Breast Cancer

**A**s I sat outside the front doors of Toronto's Mount Sinai hospital awaiting word from a surgeon upstairs, like the brilliant sun that hit my face, I finally realized that my mother was just hours away from starting her long journey in the fight against breast cancer. Some call it denial, but when your role model, best friend and invincible comrade falls victim to disease, there is no word to describe the feeling. Breast cancer was no longer a cause I financially supported; it became a reality and a fear that rests deep within the soul of my family. Unwillingly, I joined a club with a membership of millions, who all have had a first hand experience with a disease that, thanks to medical advancements, is no longer a death sentence.

**Pretty N Pink**  
Soft pink shirt (*Zara*) compliments dark denim (*Gsus*). Complete the look with retro-inspired, patent cream ankle boots from (*Nine-West*), and top it off with a very chic satin scarf.

# Cares &

## We do too

By Clare Douglas

Photos by Christopher Lindhorst

The most crucial lesson I learned is the importance of education, research and optimism, which accumulates into early detection and saving lives.

With breast cancer taking centre stage this October, organizations such as Rethink Breast Cancer are continuing to make strides within medical and social spheres. The charitable organization “helps young people who are concerned about and affected by breast cancer through innovative breast cancer education, research and support programs.” Their philosophy? Educate, engage, inspire, expand and support. As a new breed of charity, Rethink Breast Cancer combines fundraising, support, awareness and medical research.

Their “Fashion Targets Breast Cancer” campaign successfully unites awareness and fashion in the workplace. If your office hasn’t embraced this campaign yet, put a request into management and become a Breast Cancer Awareness Champion. It’s simple; sell t-shirts, scarves and totes to your co-workers and then on October 24th, companies across Canada will show their support for the cause by wearing their Target apparel with pride.

Rethink’s full-time awareness campaign will welcome a new addition to the program with the introduction of the world’s first breast cancer film festival appropriately named “Breast Fest” on November 21st and 22nd. The festival (hosted in Toronto) will feature documentaries, short films, animation and dramatic features, showcasing the many issues surrounding breast cancer, while providing education and raising awareness.

For more information on Rethink Breast Cancer and all their programs, visit [rethinkbreastcancer.com](http://rethinkbreastcancer.com). ■



jacket and skirt (Gsus)