



PRESS RELEASE

For immediate release

THE WEST ISLAND CANCER WELLNESS CENTRE RECEIVES A \$20,000 DONATION FROM AVON CANADA

Beaconsfield, November 10 2009 – On Friday, November 6, the West Island Cancer Wellness Centre received a \$20,000 donation from Avon Canada. This amount was offered during Avon Canada's first evening of giving destined to announce and recognize the charitable funding recipients of Avon's Paint it Pink breast cancer awareness campaign. Through a nationwide initiative, Avon invited the general public to send a message of hope and share expressions of pink via photos uploaded to Avon's Paint it Pink website www.paintitpinkcanada.com. Once there, participants were given the opportunity to nominate a breast cancer charity of their choice to be considered for funding.

Co-Founder and Director of Development of the West Island Cancer Wellness Centre, Jill Boileau, accepted the award with pride: *"Avon is such an amazingly generous company, a pillar of our community. We were thrilled and extremely grateful to receive this support. It will help us continue to grow the psycho-social programs and services of the West Island Cancer Wellness Centre to be there for our all West Island citizens & those of surrounding communities who are touched by cancer."*

Innovative programs and services

The West Island Cancer Wellness Centre provides patients with benefits of a whole-care approach to wellness while they encounter cancer. All services are free and are provided at the Centre. Services can be personalized or offered to groups. If needed, the Centre can connect patients to a great support network (psychologists, medical personnel, pharmacists, educators, etc.). All programs and services are listed and explained on the Centre's website at www.wicwc.org.

About the West Island Cancer Wellness Centre

The West Island Cancer Wellness Centre (WICWC) helps people encountering cancer and their families. Through professional resources, educational programs and many services, it offers free compassionate support and comprehensive information for mind, body, and spirit.

About the bodhi tree (WICWC logo)

The bodhi tree is believed to be the longest living tree in existence, and is the oldest continually documented tree in the world. Its leaves are lively, helping it to exude a high, bright, fine energy. The Bodhi is said to rain blossoms—which is why many say it is the mythical World Tree. In addition, the Bodhi tree is a source of energy and inspiration, a symbol of peace, enlightenment, and a reminder of the ultimate potential that lies within us all.

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