



Legendary Design. Worldwide Exclusive. Limited Edition. \$50. Charitable Giving.

Holt Renfrew Launches Exclusive MICHAEL Michael Kors
Scarves to Benefit the Canadian Breast Cancer Foundation

For Immediate Release (Toronto) September 19, 2011. Holt Renfrew and Michael Michael Kors have joined forces to create a limited time, exclusive item that will support the Canadian Breast Cancer Foundation to launch at Holt Renfrew locations across the country September 21.

A portion of proceeds from the sale of each leopard print, wool and cashmere blend scarf will support the Canadian Breast Cancer Foundation, a national organization committed to breast cancer research, education, and advocacy. Through the sales of these scarves Holt Renfrew will raise \$100,000 for the Foundation and help create a future without breast cancer.



MICHAEL Michael Kors to benefit the Canadian Breast Cancer Foundation, \$50

Holt Renfrew's relationships with partners such as Michael Kors can help to drive change and make a difference. Only at Holts can two great brands come together to create an exciting product that gives back to an important charity.

The limited edition, cashmere and wool blend, leopard print scarves are available in three leopard print colour ways, black and grey, red and black and camel tones and will be available beginning September 21 at Holt Renfrew stores across the country for \$50. The scarves will also be available for purchase online at holtrenfrew.com beginning September 9. Customers can specify their closest Holt Renfrew location and pick up their scarves in store beginning September 21.

"We are thankful to both Michael Kors and Holt Renfrew for their incredible generosity. Their support will enable the Canadian Breast Cancer Foundation to continue to fund ground-breaking research, education programs and advocacy initiatives. While the mortality rate has decreased by 35 per cent since our inception 25 years ago, still one in nine women will be diagnosed with breast cancer in her lifetime. With the support of partners like Holt Renfrew and Michael Kors, we believe that we can and will create a future without breast cancer so that women and their families no longer need to suffer from this disease," said Sandra Palmaro, CEO, Canadian Breast Cancer Foundation – Ontario Region.

About Holt Renfrew

There's no place like Holts! Celebrating a 174-year heritage, Holt Renfrew is recognized worldwide for its inspired shopping experience. Once a purveyor of fashion to Her Majesty Queen Victoria, Holt Renfrew began in 1837 as a modest hat shop in Quebec City. Over the years the brand developed and expanded across Canada. In the 1930's Holt Renfrew began exclusive accounts with some of the best designers in Europe and in 1947 hosted Monsieur Christian Dior when he launched his "New Look". After many years of foreign ownership Holt Renfrew was bought in 1986 by W. Galen and Hilary Weston. Under their ownership Holt Renfrew has become Canada's destination for luxury retail. Holt Renfrew has 2,300 employees with nine stores across the country in Vancouver, Calgary, Edmonton, Montreal, Quebec City, Ottawa and Toronto (Bloor Street, Sherway Gardens and Yorkdale Shopping Centre). For additional information please visit holtrenfrew.com.

About The Canadian Breast Cancer Foundation

For the last 25 years, the Canadian Breast Cancer Foundation has been at the forefront of a nation-wide movement to raise awareness and mobilize action on breast cancer. Today, the Foundation is the leading organization in Canada dedicated to creating a future without breast cancer. Since 1986, from coast to coast, we have invested more than \$230 million to fund vital research, education and health promotion programs that have led to progress in breast cancer prevention, diagnosis, treatment and care. The Foundation is committed to our vision of creating a future without breast cancer. Visit cbcf.org for more information.

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For more information please contact:

Jennifer Daubney
Manger, Public Relations
Holt Renfrew
Jennifer.daubney@holtrenfrew.com
416-960-2583

Laura Elman
Communications Coordinator
Canadian Breast Cancer Foundation – Ontario Region
lelman@cbcf.org
416-815-1313, ext.512