

FOR IMMEDIATE RELEASE  
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## **Delaware Valley Residents Encouraged to Wear Jeans for a Good Cause**

### **Participation in Lee National Denim Day on October 8 Will Fund Local Education & Support Programs for People with Cancer and Their Loved Ones**

**WHO:** Local companies, organizations, civic groups, and individuals who want to help raise money for breast cancer support and research in the Delaware Valley. This year marks the 15th year that Lee Denim has sponsored this event. Felicity Huffman, star of ABC's *Desperate Housewives*, has been named 2010 ambassador for Lee National Denim Day. Proceeds from this event support three groundbreaking initiatives: The EIF Breast Cancer Biomarker Discovery Project, which is developing a blood test for earlier detection of breast cancer; Lee Laboratories, a collection of six of the nation's leading breast cancer research institutions; and **Cancer Support Community** and its affiliates nationwide, including **Gilda's Club Delaware Valley** and **The Wellness Community of Philadelphia**, which provide social and emotional support to all people affected by cancer.

**WHAT:** Local members of **Gilda's Club Delaware Valley** and **The Wellness Community of Philadelphia**, both affiliates of the **Cancer Support Community**, are urging local residents to join the nation in putting on their favorite blue jeans as part of Lee National Denim Day. Funds raised will benefit cancer education and support programs and breast cancer research nationwide.

**WHEN:** Lee National Denim Day is being held on Friday, October 8, 2010. Registration is available now and individuals and teams can register until the day of the event.

**HOW:** Taking part is simple -- all participants have to do is wear jeans and give \$5 on [www.denimday.com](http://www.denimday.com). Each individual's money combined with the contributions of thousands of others will help raise millions in one single day.

Please contact **Gilda's Club Delaware Valley** by calling Kelly Harris at 215-441-3290, ext. 107 or **The Wellness Community of Philadelphia** by calling Johanna Ray at 215-879-7733, ext. 205 to register an individual or a team. Groups may also register at [www.denimday.com](http://www.denimday.com) or by calling 800-521-5533 to receive a free participation kit in the mail.

#### **About The Cancer Support Community**

Backed by evidence that the best cancer care includes emotional and social support, the **Cancer Support Community** offers free services to all people affected by cancer. Visit [www.cancersupportcommunity.org](http://www.cancersupportcommunity.org) for more information. In July 2009, **The Wellness Community** and **Gilda's Club** joined forces to become the **Cancer Support Community**. The combined organization provides high-quality psychological and social support through a network of nearly 50 local affiliates, more than 100 satellite locations and online.

#### **About Lee Jean's**

Lee® Jeans is a division of VF Corporation. Lee manufactures and markets brand denim, casual pants, shirts, fleece and knit apparel. A brand committed to the community, Lee Jeans founded Lee National Denim Day®. Lee Laboratories nationwide work to find more effective, less toxic treatments for breast cancer and increase patient access to some of the most significant clinical trials in the nation.

#### **About EIF and its Women's Cancer Programs**

The Entertainment Industry Foundation (EIF), as a leading charitable organization of the entertainment industry, has distributed hundreds of millions of dollars to support charitable initiatives addressing critical health, education and social issues. Through its Women's Cancer Programs, the EIF is committed to saving lives by raising awareness about the importance of early detection of breast and reproductive cancers, providing funds to advance treatment research, early detection methods, and supporting community programs that assist the millions of women and their families at risk of or affected by cancer. Visit [eifoundation.org](http://eifoundation.org) or call 800-426-0010 for questions about EIF's Women's Cancer Programs and information about breast cancer.

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