



## Media Release

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### **Grooving, shaking, Guinness-Record Breaking Event Takes Aim at Breast Cancer**

(HALIFAX) Halifax is set to host a unique fundraising event where participants will raise pledges to support breast cancer digital mammography, and in a mass participant, six-hour fitness extravaganza attempt to break a pair of Guinness World Records. *Bust a Move for Breast Health*, jointly hosted by the IWK Foundation and the QEII Foundation, will hit the Halifax Metro Centre January 30, 2010 with a spectacle of music, video and special celebrity guests.

This home-grown event was officially launched today at the Halifax Metro Centre where volunteer event chair Marie Mullally and representatives from the IWK Foundation and the QEII Foundation, breast cancer patients, advocates and event volunteers came together to detail the event, outline the need for digital mammography, and announce a special celebrity guest who will be making a first-ever visit to Nova Scotia to appear at the event.

"This is not only a truly unique, heart-pounding event for Halifax," said Marie Mullally at today's launch, "but also a wonderful opportunity to truly advance breast cancer diagnosis here in Nova Scotia with the purchase of digital mammography equipment."

Promising a show the likes of which Halifax has never seen before, Mullally also promised to deliver a six-hour exercise program anyone can accomplish – at any fitness level. "We have some of the best fitness instructors in the city who will be leading us at the event," she said, "and perhaps the most famous fitness guru of all – none other than **Richard Simmons** himself." The Hollywood fitness celebrity is scheduled to make his first visit to Nova Scotia for the January event.

"I'm all about helping people," Simmons recently told event supporters, "so I can't wait to come to Halifax to support this amazing cause and bust a move with all of you! I teach people to eat right, exercise and, just as important, to keep a positive attitude. Be sure to bring your energy and enthusiasm on January 30th and let's get ready to sweat!"

For the partners bringing the event to life, the QEII Foundation and the IWK Foundation, *Bust a Move for Breast Health* offers an opportunity to further build plans for world-leading breast health with the acquisition of digital mammography equipment that will increase capacity to screen for breast cancer and improve the images captured during the mammography process.

“Every day in Nova Scotia, a woman dies of breast cancer,” said Sherry Porter, chair of the QEII Foundation Board of Trustees and a breast cancer survivor, “and we want to change that horrible statistic, beginning with acquiring the very best in digital mammography equipment. Beating breast cancer begins with early diagnosis, and digital mammography is the best tool for the job. I encourage everyone out there to go to [www.bustamove.ca](http://www.bustamove.ca), read about the event and register to participate.”

To save those lives, *Bust a Move* attendees will first fundraise to meet the event goals, and then spend a day at the Halifax Metro Centre participating in one of the largest mass exercise events in Nova Scotia’s history. The day promises fabulous prizes, yoga, Pilates, Zumba, a Maritime fitness “kitchen party” and a signature “Bust a Move Power Hour” – with the added challenge of attempting to break some Guinness World Records in the process.

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### **About the IWK Foundation**

The IWK Foundation is a charitable organization dedicated to helping the IWK Health Centre Foundation provide the best care possible to Maritime women, children, youth and their families. With the generous support of donors, the IWK Foundation raises funds that are used to purchase priority medical equipment, fund important research initiatives, provide fellowship opportunities and support specialized programs that enhance patient care in the areas of children’s health, women’s health, mental health and community health.

### **About the QEII Foundation**

The QEII Foundation is a non-profit, charitable organization established to strengthen health care at the QEII. The Foundation’s mission is *leading the spirit of philanthropy to enrich health care for Atlantic Canadians* and in the process helps support the QEII’s quest to become a world-leading haven for health, healing and learning. The QEII Foundation raises funds to support excellence in patient care through the purchase of state-of-the-art patient technology, promotion of professional education, advancement of medical research, and involvement with community-based disease prevention initiatives.

