



NEWS RELEASE

ONE BILLION STEPS CHALLENGE

Announcing the One Billion Steps Challenge for Breast Cancer Research!

CANADA, April 24, 2020 - For nearly 30 years, thousands of Walkers have joined us at our Annual Mother's Day Walks, powered by Cleo. This year, things are different, so rather than getting together, we're inviting everyone to take part in the One Billion Steps Challenge for Breast Cancer Research every day in May.

"It's an opportunity to do something good for yourself while doing something to help prevent 14 Canadian women from dying of breast cancer every day," said Kimberly Carson, CEO of the Breast Cancer Society of Canada. She continues, "It's important now more than ever to remain active for both our physical and mental health. We encourage everyone to get active throughout May - and to get your steps in however it's right for you. You can be inside in your living room, or in your backyard - wherever it is safe for you."

Together We Will Reach One Billion Steps!

Everyone is invited to register at mothersdaywalk.ca and have their steps count towards the One Billion Steps Goal! We have some great exercise videos and incentives to motivate everyone to get active throughout May - whether walking, stepping, exercising or dancing.

CEO of Cleo, Lisa Hryciuk is taking the One Billion Steps Challenge, challenging her colleagues to do 20,000 steps every day in May. "It's a big goal, but there's work to do - more than 26,000 Canadians are diagnosed with breast cancer every year! Cleo is proud to have supported the Breast Cancer Society of Canada and its mission to save lives through breast cancer research for 18 years."

The Breast Cancer Society of Canada has partnered with GenWin to provide the One Billion Steps Challenge. "Once registered, participants will receive a link to download a mobile app which will track steps and fundraising progress. It's easy to invite friends and family to support you or to challenge them to participate," said Moody Hashem, CEO of GenWin.

We're challenging all Canadians to join the One Billion Steps Challenge to help save lives through breast cancer research!

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ABOUT THE BREAST CANCER SOCIETY OF CANADA

The Breast Cancer Society of Canada is a registered, national, nonprofit, charitable organization dedicated to saving lives through breast cancer research. For more information, please visit bcsc.ca, 1-800-567-8767.

ABOUT CLEO

Cleo is a Canadian national specialty brand featuring apparel — with a focus on work wear — for women in sizes 0-20 / XS-XXL and offers the largest Petite selection in Canada. Based out of Mississauga, Ontario, Cleo is one of three affiliate brands: Ricki's, and Bootlegger, supported by Comark Services. Please visit: Cleo.ca

ABOUT GENWIN

Genwin is a fundraising platform that provides interactive campaigns with gamified digital experiences. Reach us at GenWin.io