

For Immediate Release

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News Release

“Breast Friends Cookbooks Make a Difference that Tastes Great”



May 11, 2009, Lloydminster AB/SK- On Monday, May 11, 2009, a Saskatchewan group of 10 women aptly named “Breast Friends” are thrilled to make a donation of \$2,500 to the Lloydminster Region Health Foundation. This donation will go toward the new Mammography Program. This will help ensure that women in the area can be screened close to home without having the expense of travelling long distances.

“Breast Friends” authored and published three national best-selling cookbooks that have been exploding in popularity across the country this year. “We have had fantastic support from the Lloydminster area since the printing of our first book four years ago, and word has definitely spread. In these past four months the demand for books by businesses, fund-raising groups and individuals has grown exponentially”, shares Nat Dunlop, a member of the group. Currently there are several retail outlets that sell all three of the Breast Friends cookbooks: Lloydminster Region Health Foundation Gift Shop, The Tippy Chef, Home Hardware Building Centre and Shoppers Drug Mart – to name a few. In keeping with their motto “Women Working Together for a Cure”, the group makes every effort to make donations in areas where books are sold.

This group of 10 women published the first “For the Breasts of Friends” cookbook in 2004 to raise funds for the fight against breast cancer, becoming a national bestseller in less than three months. Their initial goal was to raise \$3000 in memory of some special people they had lost to breast cancer. The first shipment of books was gone in three months; the second shipment lasted three days. The second book came two years later dedicated to the husband of one of the members who died of melanoma. They included “For the Rest of Friends” in the title and theme of the book – which would open the door to address any cancer cause or patient need. The story of the second book was very similar to the first and they had another best seller within a month. In April of 2008 they launched their third cookbook – “Breast Wishes”, the pre-publication orders for this book were so overwhelming that the book became a Canadian best-seller before it hit the shelves. The third book is a celebration of survivors – the focus is on life. It celebrates the thousands of cancer warriors, living in spite of this disease. Each of the cookbooks has over 400 family favorite recipes, cancer information from authorized sources, thought provoking, reflective quips and some humorous quotes that allow you to get a glimpse of the enthusiasm, dedication and the life breathed into this remarkable project. The sale of these cookbooks has generated an amazing \$866,000 in donations to breast cancer causes to date, with the total growing every day.

For more information on Breast Friends, visit their website at www.breastfriends.ca

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