



FOR IMMEDIATE RELEASE

Higgs & Johnson Supports National Breast Cancer Awareness



The staff of Higgs and Johnson support Lee National Denim Day

The month of October is deemed National Breast Cancer Awareness Month. The staff of Higgs and Johnson joined the National Breast Cancer Awareness Initiative, the Cancer Society and the Sister Sister Cancer Support Group by participating in the annual Lee National Denim Day – Oct 3rd, 2008. This initiative was started in 1996 by Lee Jeans employees and has grown to become one of the largest single-day fundraisers by raising more than \$70 million in the fight against breast cancer.

The management of Higgs and Johnson relaxed the dress code for that day and allowed staff members to wear their favourite jeans with the designated pink or white t-shirts. In addition pink pins and wristbands were also purchased and worn.

Higgs and Johnson joined millions around the world on that day in an effort to increase awareness of breast cancer. It is the ongoing hope that this will help in one day finding a cure against the disease.