

RON WHITE

Step into a new pair of Ron White shoes Oct 2-4 and see \$25 go to the Canadian Breast Cancer Foundation

TORONTO, ON (October 1, 2015) – Leading Canadian shoe designer Ron White is pleased to partner with the **Canadian Breast Cancer Foundation (CBCF)** in support of Breast Cancer Awareness Month this October.

From October 2-4th, all Ron White stores will donate \$25 for each pair of women's shoes sold from the Ron White Collections directly to the CBCF. An initiative of the [RON WHITE Foundation](#), Ron is proud to have partnered with the CBCF's annual fundraising efforts for the last 19 years.

"The CBCF is a cause that is near and dear to me and my ongoing support to the foundation is in honour of my aunt, a breast cancer survivor, whom I am forever indebted for enabling me to transform my lifelong passion for shoes into the company it is today," said Ron White, CEO and Creative Director of Ron White shoes. "Two of my cousins are also survivors and so I am very grateful to contribute to the cause."



Ron White's unrelenting commitment to creative innovation has earned him his status as a recognized leader in Canadian retail. He created the world's first All Day Heels®, fusing cutting edge technology with luxurious materials and unique constructions. The Ron White collections have become the go-to for busy women – and now brides with his exclusive collection for Kleinfelds Hudson's Bay. The Ron White Womens and Mens collections are available online and through retailers across North America, including Holt Renfrew and Zappos.com.

ABOUT THE RON WHITE FOUNDATION

The Ron White Foundation was created in 2009 as a way to give back to the community. The foundation, a registered Canadian charity, focuses on raising funds, awareness and education for human rights both locally and internationally. The foundation hosts a fundraising gala entitled 'White Knight' and through Ron White Shoes locations, the Foundation runs Canada's largest Shoe Drive and an annual Breast Cancer fundraiser. For more information please visit: www.RonWhiteFoundation.com.

ABOUT CANADIAN BREAST CANCER FOUNDATION

Canadian Breast Cancer Foundation is the leading community driven organization in Canada dedicated to creating a future without breast cancer. Our investments in innovative and relevant research and education have led to progress in breast cancer prevention, diagnosis, treatment and care. Since 1986, we have been at the forefront of a nationwide movement supporting and advocating for the breast cancer community. Join us at www.cbcbf.org.

For more information, high-res images or interview requests, please contact:

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