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**DENIM & DIAMONDS EVENT REACHES \$1 MILLION MARK  
AFTER A SUCCESSFUL 9<sup>TH</sup> EDITION**

***Celebrities joined more than 500 Montrealers in support of Hope & Cope***

**MONTREAL, May 4, 2009** – The young adult cancer cause received a major boost on Saturday, May 2<sup>nd</sup> as more than 500 young Montrealers descended on The Just for Laughs Museum for the popular Denim & Diamonds fundraising party. Since 2001, this annual event hosted by the Young Adult Division of Hope & Cope has raised awareness about cancer in young adults while raising \$1 million for Hope & Cope, its cancer Wellness Centre and unique programs geared to the young adult population ages 18-40.

**Hope Awards recognized cancer heroes**

A highlight of the evening was the presentation of the Hope Award to Diane Proulx Guerrera, Founder of the CURE Foundation, which raises funds for breast cancer research across Canada, and Dr. Petr Kavan and the McGill Adolescent and Young Adult Oncology Program.

“The Hope Award was created to recognize, applaud and celebrate people who, individually and as a team, have devoted their time, energy and resources to making life better for those with cancer, “ explained Denim & Diamonds Co-Chairs Christal Agostino and Deborah Bridgman.

**Deborah Cox, JD Fortune and Eva Avila joined forces for the cause**

Canada’s premiere R&B singer Deborah Cox and former INXS front man JD Fortune wowed the audience with their performances, while Eva Avila, a special friend of Hope & Cope, was welcomed enthusiastically by the crowd. Hosting duties were handled with customary aplomb by Sonia Benezra, while DJ Donald Lauture had the crowd on their feet until the early hours of the morning.

“At Hope & Cope, we know that cancer does not discriminate, striking people of all ages and from all walks of life,” said Hope & Cope Founder and Chairman Sheila Kussner. “That’s why we have programs geared to help people cope at all stages of the cancer experience, and that’s why it is so gratifying to see so many young people come out in support of our cause.”

Major sponsors Diesel, Parasuco, 7 FOR ALL MANKIND, Steve Madden and TD Bank made this event possible.

**About Hope & Cope**

Hope & Cope is a unique volunteer-based organization that provides psychosocial support to cancer patients and their families from two locations – its home base at the Jewish General Hospital and at the JGH Hope & Cope Wellness Centre, which focuses on healing the mind, body and spirit. Hope & Cope’s comprehensive and innovative programs offer support, information, practical resources and guidance to patients at all

points along the cancer journey. For more information, visit [jgh.ca/hopecope](http://jgh.ca/hopecope).

### **About Denim & Diamonds**

The purpose of Denim & Diamonds is to raise awareness among young adults in Montreal about Hope & Cope and its services, and to provide much-needed financial support for this organization.

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### **CONTACT**

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