

**FOR IMMEDIATE RELEASE**

**INTERNATIONAL SUPERSTAR MELANIE C JOINS LOCAL CELEBRITIES IN  
SUPPORT OF DENIM & DIAMONDS 2008**

***Sonia Benezra, Ricardo Larrivée, Nikki Yanofsky, and DJ Yo-C unite to raise funds  
for Montreal's premier cancer support organization***

**Montreal, April 30, 2008** –International superstar Melanie C will join Sonia Benezra, Ricardo Larrivée, Nikki Yanofsky, and DJ Yo-C on Saturday, May 3rd for the 2008 edition of Denim & Diamonds, one of Montreal's most sought-after spring fundraisers.

This not-to-be-missed event will feature an exclusive performance by Melanie C who will kick off her Canadian tour at Denim & Diamonds in support of her solo album *This Time*, released on April 8th. Denim & Diamonds will also feature Sonia Benezra as the host of the evening's VIP dinner, celebrity chef Ricardo Larrivée who has developed the exclusive menu, Montreal's young musical prodigy, Nikki Yanofsky, and one of the city's most popular music mixers, DJ Yo-C.

"I am truly honored and excited to lend my voice in support of Hope and Cope, a Montreal-based charity that is setting an example for the world in the area of cancer care and support," said Melanie C. "With young adult cancer on the rise in Canada, being part of Denim & Diamonds is my way of helping raise awareness for this important issue."

Tickets can be purchased for \$250.00 (VIP dinner) and \$125.00 (party) by calling 514-340-8255. Held at Marché Bonsecours, Denim & Diamonds is made possible due to the generous support of numerous sponsors, including Parasuco, Diesel, 7 FOR ALL MANKIND, HSBC Securities, TD Bank, and Birks.

**DATEBOOK**

<b>WHO</b>	Melanie C, Sonia Benezra, Ricardo Larrivée, Nikki Yanofsky, DJ Yo-C
<b>WHAT</b>	Denim & Diamonds fundraising event for Hope and Cope
<b>WHERE</b>	Marché Bonsecours, 350 St-Paul Street East, Old Montreal
<b>WHEN</b>	Saturday, May 3, 2008 at 7:00 p.m.
<b>INTERVIEWS</b>	To schedule an interview call Bradley Grill at 514-616-2000 or Cristelle Basmaji at 514-827-9521.

**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 [www.hopecope.jgh.ca](http://www.hopecope.jgh.ca).

**About the JGH**

Since 1934, the Sir Mortimer B. Davis - Jewish General Hospital, a McGill University teaching hospital, has provided "Care for All," serving patients from diverse religious, linguistic and cultural backgrounds in Montreal, throughout Quebec and beyond. As one of the province's largest acute-

care hospitals, the JGH has achieved a reputation for excellence in key medical specialties by continually expanding and upgrading its facilities for clinical treatment and teaching, as well as research at the Lady Davis Institute for Medical Research. For more information, please visit [www.jgh.ca](http://www.jgh.ca).

**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. [www.denimdiamonds.ca](http://www.denimdiamonds.ca)

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