

\$27 million raised as thousands across the country participate in the 22nd annual Canadian Breast Cancer Foundation CIBC Run for the Cure

TORONTO, October 6, 2013 – In 66 communities across Canada, 130,000 participants gathered today to help raise \$27 million for the breast cancer cause. Dollars raised through the Canadian Breast Cancer Foundation CIBC Run for the Cure help fund innovative research, health education and advocacy programs that aim to reduce the incidence and mortality rates of breast cancer and help support women and their families who have experienced the disease.

“The outstanding dedication of our participants, volunteers, and corporate and community partners to the CIBC Run for the Cure demonstrates an unwavering

commitment of Canadians to the breast cancer cause” says Deborah Dubenofsky, National Board Chair of the Canadian Breast Cancer Foundation. “Thanks to the generous support of so many, the Foundation continues to make a meaningful difference in the lives of Canadians.”



Through advances in medical research and treatment, in part made possible by initiatives like the CIBC Run for the Cure, the mortality rate from breast cancer has declined by more than 42 per cent in the last 25 years. But with one in nine Canadian women diagnosed with breast cancer in their lifetime, there is much more for us to learn and do to help decrease the incidence and further improve survival rates.

“Thank you to all the CIBC Run for the Cure participants, the volunteers, and the donors,” says Christina Kramer, Executive Vice-President, CIBC, title sponsor for the last 17 years. “With so many Canadian families touched by breast cancer, we are proud to see thousands of dedicated people come together for this cause every year. Your support really makes a difference in helping to achieve a future without breast cancer.”

About the 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.cbcf.org.

About CIBC

CIBC is a leading North American financial institution with nearly 11 million personal banking and business clients. CIBC is committed to supporting causes that matter to our clients, our employees and our communities. We aim to make a difference in communities through corporate donations, sponsorships and the volunteer spirit of employees. In 2012, CIBC contributed more than \$38 million to charitable and non-profit initiatives in Canada to support national, regional and local organizations.

For more information on the Canadian Breast Cancer Foundation CIBC Run for the Cure contact:
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