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**For immediate release**

## **NEWS RELEASE**

### **Celebrating The Fifth Annual Toupee For a Day™** *Support people living with cancer so no one has to face cancer alone*

CALGARY – No one should have to face cancer alone. On March 2, Wellspring Calgary supporters across the city will partake in the fifth annual Toupee For a Day™, a fundraising experience designed to bring awareness, support and encouragement to anyone impacted by cancer. Supporters will wear brightly coloured toupees provided by Wellspring Calgary, representing different coloured cancer ribbons and Wellspring's inclusiveness.

"For our fifth year of Toupee For a Day™ we encourage people to experience for themselves what it means to be different, to have people looking at you, to stand out from the crowd," says Suzan Valenta, director of philanthropy at Wellspring Calgary. "We also invite them to take that opportunity to share how this simple act of wearing a toupee can bring a community of support to someone living with cancer. It's so simple and yet you can have a profound impact on someone's life, today."

Proceeds raised for Toupee For a Day™ support Wellspring Calgary, a welcoming community that provides a comprehensive range of support, resources and programs for anyone living with cancer and the people who care about them. To honour the day, Bankers Hall will host a public toupee-wearing zumba flash mob and class. **NEW THIS YEAR:** Wellspring's public launch of an impact video and a virtual connection of others wearing toupees in their workplaces – because no one should wear their toupee alone.

"I have reaped the benefits of Wellspring Calgary and its strong sense of community. I'm hoping that by participating in Toupee For a Day™, I can help someone – even if it's at least one other person – get the support from Wellspring sooner rather than later," shares Kent Parlee, vice president, private banking at RBC Wealth Management who has experienced cancer.

Anyone of any age or ability is encouraged to participate in Toupee For a Day™. Joining simply requires registering, collecting pledges and proudly wearing a multi-coloured toupee to raise awareness for those living with cancer and to ensure that no one has to face cancer alone. Fundraising for Toupee For a Day™ will remain active until March 31 and every \$100 raised provides one month of free resources and support for one member.

"If we can help in some small way by wearing a goofy toupee for a couple of hours it's well worth it," states Parlee.

For more information about Toupee For a Day™, view the 2016 impact video here:  
<http://toupeeforaday.com/calgary/>

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**Note to the Media:** If you are interested in having a conversation about Toupee For a Day™, please contact **Suzan Valenta, Director of Philanthropy, at 403.923.6284.**

**About Wellspring Calgary**

Founded in 2007, Wellspring Calgary is a charitable organization that supports, informs and empowers those diagnosed with cancer by helping them address the fear, isolation, disruption and practical problems cancer can bring to their lives.

As an affiliate of the Wellspring Cancer Support Foundation, Wellspring Calgary provides a comprehensive range of programs, support, and resources so anyone living with cancer and the people who care about them can improve the quality of their lives. All programs and services are informed by evidence and offered free-of-charge and without referral in a warm, welcoming community-based centre.