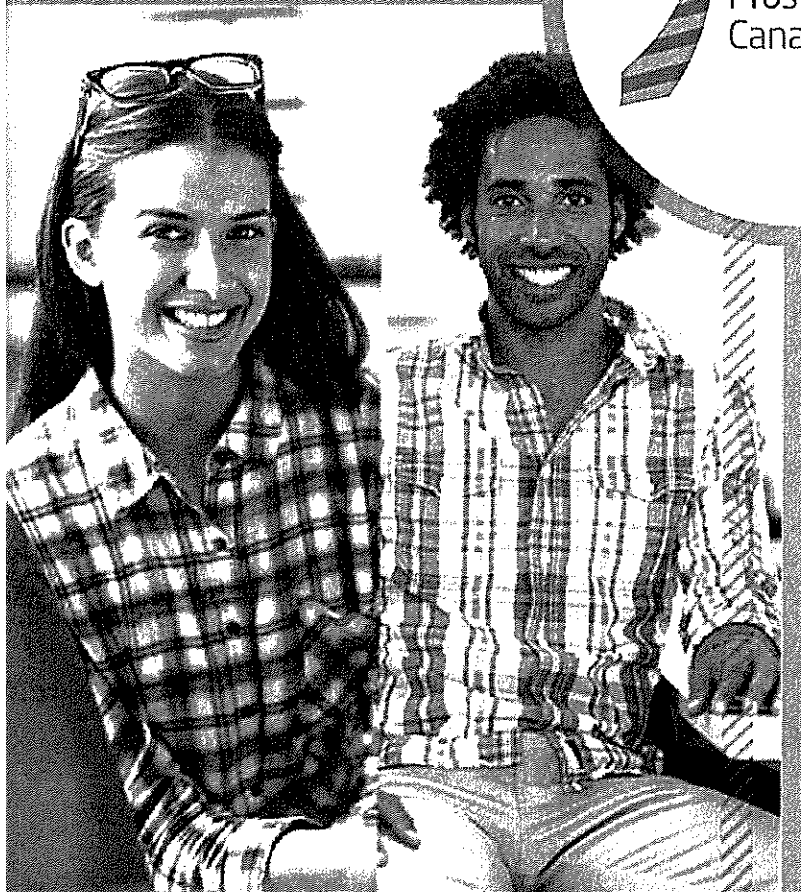


WEAR PLAID FOR Dad

It's time to Do it for Dads, and wear
your heart on your sleeve -
a plaid sleeve, that is.



Prostate Cancer
Canada



The Wear Plaid for Dad website will launch by May 14.
You can preview the working website at:

wearplaidfordad.ca

C1
Communication
CW: June 2/15
Item: Deputation 1)

Prostate Cancer Canada is challenging work-places across Canada to raise funds to help the one-in-eight men who will face a prostate cancer diagnosis in their lifetime.

It's easy, it's fun and it's a great way to honour all Dads this Father's Day. Here's how it will work:

- Launch your campaign at **wearplaidfordad.ca**
- Set a goal of how much you can raise by Father's Day
- On **Friday June 19**, everyone in your office Wears Plaid for Dad! Wear plaid casually or in business attire - it's up to your office!
- You and your colleagues can share photos on social media using the hashtag **#WearPlaidForDad!**
- Organizers can visit our website for great ideas on hosting successful office events