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FOR IMMEDIATE RELEASE



**\$30,000 Donation Offers Hope for a CURE:** This year, Beaulieu Canada's entire Sales Team was in Acton Vale to present the company's \$30,000 donation check to the CURE Foundation.

**Acton Vale, QC—February 2012—** For the past two years, Beaulieu Canada, Canada's largest carpet manufacturer and flooring distributor, has partnered with The CURE Foundation to raise awareness and funds for breast cancer research. At this year's 2012 National Sales Meeting, the company's sales team and executive directors joined together to present a \$30,000 check to Ms. JoAnne LaPointe Braun, the director of the CURE Foundation. The donation was raised from sales of Beaulieu Canada's successful laminate flooring line, Esperanza, which in Spanish means hope. Created with Beaulieu Canada's support of women's health issues in mind, the product is manufactured with a pink cushion underlayment to increase consumer awareness.

Last year, Beaulieu Canada organized a 5-week, cross-Canada, Tour for the CURE, which showcased its Esperanza I and Esperanza II laminate products, and directly enhanced customer knowledge of the company's partnership with CURE. To date, Beaulieu Canada has donated \$63,490 to the CURE Foundation through the sale of Esperanza I and II flooring, the Tour for the CURE and National Denim Day. CURE is a national foundation that provides funding for basic and clinical research for breast cancer. Their mission is to work together with health professionals, cancer foundations and Canadian teaching hospitals to improve breast cancer outcomes for those affected. Since its creation, CURE has helped raise over 16 million dollars for breast cancer research, education and equipment. Please contact Yili Zhu for more information about this media release. [www.beaulieucanada.com](http://www.beaulieucanada.com).

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