

A NEW LAMINATE COLLECTION OFFERS HOPE FOR A CURE

Acton Vale, QC (February 2010) - Beaulieu Canada, Canada's largest carpet manufacturer and prominent flooring distributor, has partnered with the CURE Foundation to raise funds for breast cancer research. A percentage of the sale of its newest laminate collection, *Esperanza*, which is part of the Inspiration Hard Surface product line, will go towards this well-established charitable foundation.



Esperanza includes an attached urethane cushion underlayment that is coloured bright pink so it is easy to identify at a retailer. *Esperanza* is further enhanced with its 4-sided micro bevelled edges, Valinge 2G lock system and is available in 6 fashionable colours, each featuring a different wood grain. By supporting the CURE Foundation, Beaulieu Canada hopes to further its mission of providing ethical flooring options for its customers.

About the CURE Foundation

CURE is a national foundation that provides funding for basic and clinical research for breast cancer. Their mission is to work in tandem with women and men, health professionals, other foundations and Canadian teaching hospitals to improve breast cancer outcomes for those affected. The foundation supports researchers, laboratories, projects and equipment which can help realize these goals. Since its inception, CURE has helped raise over 16 million dollars for breast cancer research, education and equipment.

For more information www.curefoundation.com