

TEDDY BEAR TURNS 100 TODAY

The Bay's new Charity Bear shows it is still a fighter – of cancer

TORONTO, ON, November 14, 2002: The Bay celebrated the 100th birthday of the teddy bear with a *Beary Birthday Bash* this morning at its Queen Street store. Marc Chouinard, President of the Bay, unveiled this year's Charity Bear design, as the 100 school children in attendance sang a rousing version of "Happy Birthday". The bear is aptly named Wellington, after the Bay's charitable program "Well Into the Future".

All the proceeds from the sales of the bear will be donated to health and support programs for Canadian families living with cancer. The Bay's Charity Bear will be on sale for \$9.99 at all 102 Bay stores across Canada .

The Childhood Cancer Foundation ~ Candlelighters Canada is one of the beneficiaries of the "Well Into the Future" program and the only national non-profit organization that is solely focused on the needs of Canada's children affected by cancer. We are dedicated to improving the quality of life for those experiencing the effects of childhood cancer through the provision of information/resources, parent support and the promotion of research. 100% of the proceeds from the Bay goes towards research, programs and services.

Candlelighters Canada would like to express its gratitude for the continued support of the Bay. It is through their dedication, that we can meet the needs of the 10,000 Canadian children and their families living with cancer.

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For further information contact:
Albert Lee,
Marketing Communications & Special Projects Manager
Childhood Cancer Foundation ~ Candlelighters Canada
Ph: (416) 489-6440 ext. 16 Email: alee@candlelighters.ca
Website: www.candlelighters.ca