



**For Immediate Release**  
September 25, 2013

## **10<sup>th</sup> Annual White Cashmere Collection** **Frequently Asked Questions**

### **What is the White Cashmere Collection?**

The White Cashmere Collection is the world's first and only BT (bathroom tissue) Couture collection. Each one-of-a-kind designer piece is crafted from 100 per cent pure, soft and luxurious Cashmere Bathroom Tissue.

Ten years in the making and unique in the world, the collection features limited-edition Pink Cashmere, Canada's first coloured bathroom tissue in more than a decade. A fund- and awareness-raiser for the Canadian Breast Cancer Foundation, twenty-five cents from the sale of each package goes directly to the cause, throughout October Breast Cancer Awareness month.

### **How does Cashmere support the Canadian Breast Cancer Foundation?**

Cashmere generates funds and awareness for the Canadian Breast Cancer Foundation. Kruger Products, maker of Cashmere, has been a proud supporter of the CBCF since 2005 and is one of the Foundation's top five national corporate partners.

Cashmere hosts The White Cashmere Collection, as a fund- and awareness-raiser for the Foundation and produces Pink Cashmere. Twenty-five cents from the sale of every package of Pink goes directly to the Foundation throughout October, Breast Cancer Awareness Month.

### **Why Pink Bathroom Tissue?**

Kruger Products conceived limited-edition Pink Cashmere Bathroom Tissue to raise funds and awareness for the Canadian Breast Cancer Foundation. Pink Cashmere is the first and only coloured bathroom tissue designed to raise funds for the Foundation, with twenty-five cents

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from every package sold going to the Foundation. Pink Cashmere is sold at select retailers across Canada in October. Cashmere Pink is hypoallergenic and dermatologist approved.

**What is the nature of Kruger Products' partnership with the Canadian Breast Cancer Foundation?**

Kruger Products began its partnership with the Canadian Breast Cancer Foundation in 2005 to raise awareness and funds to help improve quality of life and support for women living with breast cancer and their families. The partnership includes a significant financial contribution as well as ongoing fund- and awareness-raising initiatives.

**Who are the participating designers this year?**

A stunning showcase for Canada's established and emerging talents, this year's collection is curated by top fashion designer and show producer, Farley Chatto, who's assembled the largest cast of designers to-date. This year's collection features a star-studded cast of new and returning designers including:

- Marie Saint Pierre
- David Dixon
- Lucian Matis
- Jason Matlo
- Hoax Couture by Jim Searle and Chris Tyrell
- Paul Hardy
- DylaniumKnits by Dylan Uscher
- Comrags by Joyce Gunhouse and Judy Cornish
- VAWK by Sunny Fong
- Farley Chatto
- Anastasia Lomonova
- L'Autre Couture by Luko Marion
- Duy Nguyen
- Joseph Helmer
- David Dunkley Fine Millinery
- Rita Tesolin
- MICALLA by Camilla Jorgensen
- Christopher Paunil
- Carlie Wong
- Rod Philpott

**How many Canadian designers have participated in The White Cashmere Collection?**

The White Cashmere Collection has featured more than 125 top Canadian designers since its debut in 2004.

**What happens to the collection after the BT couture fashion show?**

White Cashmere Collection dresses are stored for future media opportunities, events and are included in retrospective displays each year to honour past designers.

**What is Vote Couture for the Cure™?**

Vote Couture for the Cure is a unique opportunity for Canadians to support fashion designers and help raise funds and awareness for breast cancer. Cashmere Bathroom Tissue invites Canadians to view photos of the Cashmere BT Couture collection at Facebook.com/Cashmere and vote for their favourite design.

Cashmere will donate \$1 per vote, up to \$10,000, to the Foundation in the winning designer's name. Votes will be entered in a draw to win a shopping spree worth \$10,000. Voting is open from September 25 through November 1, 2013.

**Where can I learn more about the White Cashmere Collection?**

Join the Cashmere Facebook Page at Facebook.com/Cashmere and check out The White Cashmere Collection at Cashmere.ca.

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High-resolution BT Couture photography is available at Strategic Objectives' FTP site with the following information:

Link: <http://softp2.strategicobjectives.com>

Username: strategic1

Password: chicago10

For more information or to schedule an interview, please contact:

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