

PRESS RELEASE

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Leading Lady Supports Those Touched By Cancer

(Cleveland, OH) January 15, 2002 – Leading Lady announces their active support of The Gathering Place, a nonprofit, community-based wellness center for those touched by cancer.

Press Contacts:

Erica L. Renner
Director of Marketing
& Public Relations
Leading Lady Companies
Tel: (216) 464-5490
Fax: (216) 464-5456
erenner@leadinglady.com

Lisa Marie Paul
Development Director
The Gathering Place
Tel: (216) 595-9546
paul@touchedbycancer.org

Breast cancer is one of the most common cancers among women. Although it is a very serious disease, it is one that a team of healthcare professionals can treat. Women have a lot to think about when considering the best way to treat and manage cancer. Fortunately, they have friends at The Gathering Place to turn to for guidance and support.

The Gathering Place, located in Cleveland, OH, serves the social, emotional, physical and spiritual needs of individuals with cancer and their support network. They offer a safe, homelike environment where people touched by cancer can focus on healing. The Gathering Place supports individuals in actively managing the impact of cancer in their lives and improving their quality of life.

“Leading Lady feels a great responsibility towards women’s issues and is committed to making a difference,” says president, Mark Corrado. “Helping to raise awareness and supporting organizations like The Gathering Place directly connects with our company’s goals.”

Leading Lady now proudly displays a sticker on all post mastectomy bras to show support of this worthy organization. The sticker lists a web address and

phone number to help women everywhere tap into the resources available at The Gathering Place. Along with the stickers, Leading Lady is donating money to help sponsor a breast cancer retreat and hopes to stay involved in 2003.

Nearly all women with breast cancer will have some type of surgery or local therapy to treat the primary breast tumor. Leading Lady offers a complete line of mastectomy products to make a woman feel comfortable and attractive during this time, including a prosthetic camisole that is especially comfortable during radiation treatment or immediately following surgery.

The Gathering Place

The mission of The Gathering Place is to support, educate and encourage people working to overcome the effects of cancer in their lives. All programs and services are provided free of charge. The Gathering Place serves to complete the circle of care by providing psychosocial support programs that complement conventional medical treatment. In addition to offering a state-of-the-art resource center and library, they offer a variety of exercise and stress reduction classes, including Yoga, Tai Chi, Reiki, massage, relaxation and imagery. Art and music therapy, healthy cooking classes and nutritional guidance are also available. All programs and services are available to not only the individual diagnosed with cancer, but for family and friends as well.

Leading Lady Company

Founded in 1939, in Cleveland, Ohio, Leading Lady is the pioneer and industry leader in maternity and nursing intimate apparel in the country. In the last decade, the company has expanded into full figure, medical (post mastectomy and surgi-bras) and other intimate apparel niche markets.

For more information about Leading Lady, contact Erica Renner, Director of Marketing and Public Relations, at (216) 464-5490 ext. 120 or visit www.leadinglady.com.

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