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Chautauqua County to Wear Denim to Fight Breast Cancer *Employees to help celebrate 16th Anniversary of Lee National Denim Day®*

Mayville:-- On Friday, October 7, 2011 Chautauqua County employees will join together for a very special "Casual Friday" to help Lee National Denim Day celebrate 16 years of fighting breast cancer. Chautauqua County is gearing up to participate in this grassroots program which has raised more than \$83 million for breast cancer research by simply asking the nation to put on their jeans and donate the money they'd spend on a pair to the Women's Cancer Programs of the Entertainment Industry Foundation (EIF).

For the second year in a row, Lee National Denim Day is proud to partner with the Cancer Support Community, an international non-profit dedicated to providing support, education and hope to people affected by cancer.

Funds raised from participation in Denim Day® will support:

- Lee Translational Laboratories, a collaboration of six of the nation's leading research institutions to find less toxic, more effective treatments.
- The EIF Breast Cancer Biomarker Discovery Project, a multi-year effort led by world-class scientists to develop a blood test for early detection of breast cancer when survival rates are the highest.
- The Cancer Support Community, an international non-profit uniting The Wellness Community and Gilda's Club Worldwide that provides emotional and social support to all people affected by cancer.

"Lee National Denim Day is easy and fun to do," said County Executive Gregory Edwards. "Everyone gets to wear jeans to work in exchange for a donation and the money helps fight breast cancer, a cause that is very important to me and many of my co-workers."

Chautauqua County will add their own flavor to Lee National Denim Day by displaying pink balloons in the office buildings in memory of or in honor of those affected by breast cancer. Fact sheets, brochures, and door prizes will also be handed out to commemorate fundraising accomplishments and further the message of the importance of early detection.

“We are more grateful every year at the number of organizations like Chautauqua County who come together across the country and donate to make this grassroots program a continued success,” said Liz Cahill, Vice President of Marketing Communications for Lee Jeans. “This year as we celebrate our 16th anniversary, we’d like to thank all the companies and people across the nation that have continued to participate in Lee National Denim Day and helped us contribute more than \$83 million in the fight against breast cancer.”

To learn more about the exciting projects funded by Denim Day, visit www.denimday.com.

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