



Media Release

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Paula Abdul and Bust a Movers boost funds for breast health

(HALIFAX) Nova Scotians, led by local fitness instructors and the iconic **Paula Abdul**, came together today at Halifax's new Canada Games Centre for six hours of exercise and a celebration of a combined \$863,500 raised for breast health - \$741,500 by *Bust a Move* participants and sponsors and a \$122,000 gift for breast health from Telus. *Bust a Move for Breast Health*, in its second year as a joint initiative of the QEII Foundation and the IWK Foundation, challenged participants to each raise \$1,000 to participate in the exercise marathon. Funds raised will help advance the collaborative breast health initiative at the IWK. Last year's event purchased new digital mammography equipment. In its two years, *Bust a Move* has raised over \$2 million for breast health.

"What an amazing day," said the *Bust a Move* Volunteer Event Chair, Sarah MacDonald. "We're proving here in Nova Scotia that we can really make a difference for breast health with each successive *Bust a Move* event. Paula Abdul had the energy level at its maximum today, and I think everyone had a great time and feels wonderful about the money raised for breast health."

Currently in its second year, *Bust a Move for Breast Health* is a home-grown breast health fundraising event hosted by the QEII Foundation and the IWK Health Centre Foundation. As the only event of its type in the country, *Bust a Move* aims to celebrate advances in breast health and fund the evolution of fully integrated breast health services at the IWK Health Centre.

"You are phenomenal!" Paula Abdul shouted to the crowd as she took to the stage for the final hour of exercise at the event. "I've been watching you all day and your energy level and commitment has been outstanding. Give yourselves a round of applause!"

Each participant raised money in the months leading up to the event and then came to the Canada Games Centre dressed to exercise and celebrate in everything from fuzzy legwarmers and elaborate masks to pink feather boas. There were door prizes, goody bags and plenty of opportunity for nutritious snacks and beverages throughout the day as volunteer fitness

instructors transitioned the participants through various types of exercise regimens, from yoga to Zumba. A dazzling light show and heart-thumping music set the tone for the six hour event.

Even though the event is over, general donations for *Bust a Move* will continue to be accepted until March 31, 2011 at www.bustamove.ca.

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For more information contact:

Steve Jennex, QEII Foundation: (cellular 220-3679, office 473-5591)

Sara Napier, IWK Foundation: (cellular 222-5471, office 470-8994)

About the IWK Foundation

The IWK Foundation is a charitable organization dedicated to helping the IWK Health Centre Foundation provide the best care possible to Maritime women, children, youth and their families. With the generous support of donors, the IWK Foundation raises funds that are used to purchase priority medical equipment, fund important research initiatives, provide fellowship opportunities and support specialized programs that enhance patient care in the areas of children's health, women's health, mental health and community health.

About the QEII Foundation

The QEII Foundation is a non-profit, charitable organization established to strengthen health care at the QEII. The Foundation's mission is *leading the spirit of philanthropy to enrich health care for Atlantic Canadians* and in the process helps support the QEII's quest to become a world-leading haven for health, healing and learning. The QEII Foundation raises funds to support excellence in patient care through the purchase of state-of-the-art patient technology, promotion of professional education, advancement of medical research, and involvement with community-based disease prevention initiatives.