



## Media Release

*For Release Saturday, January 30, 2010 at 6:15 p.m. AST*

### **Fundraiser buys life-saving equipment & sets pair of world records**

(HALIFAX) Hundreds of people, six hours of exercise, two world records and a cheque for \$1,143,169.11 (net) all came together today to create an unforgettable experience at a world-first exercise marathon held in Halifax.

“It’s been an amazing day. I am so proud of each and every person who came together to sweat, laugh, cheer and raise money. Because of you we will be buying equipment that will find breast cancer earlier and ultimately save lives,” said the *Bust a Move* Volunteer Event Chair Marie Mullally.

*Bust a Move* for Breast Health, a home-grown breast health fundraising event, hosted by the IWK Health Centre Foundation and the QEII Foundation, filled the Metro Centre with a spectacular day of heart-thumping music, awe-inspiring fitness classes and special celebrity guests. Led through six hours of exercise by the province's top fitness instructors and the incomparable Richard Simmons, the event’s 751 participants united to challenge themselves and celebrate the fact that together they raised enough money to buy much-needed digital mammography equipment.

“What an incredible place to be!” Simmons told the crowd after performing his trademark ‘Sweatin’ to the Oldies’ routine. “And what a wonderful cause! I couldn’t be happier to have played a part in this fantastic event and to be part of this community movement.” *Bust a Move* marked Simmons’ first-ever trip to Nova Scotia.

Each participant raised money in the months leading up to the event and then came dressed to celebrate in everything from legwarmers to feather boas. In between exercise sets of Zumba, Pilates and yoga, the crowd also set two GUINNESS WORLD RECORD records® for the most people hugging simultaneously and the longest massage chain.

“Setting one world record is a remarkable accomplishment, but to manage to set two records at the same time supporting such a worthy cause, really puts Nova Scotia on the map. I offer my congratulations to all who participated.” said Philip Robertson, an adjudicator from Guinness who flew to Halifax to verify the records.

The new digital mammography equipment will start helping patients in the next few months. Even though the event is over, general donations for *Bust a Move* will continue to be accepted until February 15, 1010 at [www.bustamove.ca](http://www.bustamove.ca).

-30-

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.

### **Gold Sponsors**



### **Silver Sponsors**

