

WEAR
PLAID
FOR
Dad



Prostate Cancer is the most common cancer affecting men.



1 in 8 men – Dads, Husbands, Brothers, Sons and Grandfathers - will be diagnosed with prostate cancer in their lifetime.

Early detection of prostate cancer can save lives.

The survival rate for prostate cancer can be more than 90% when detected early. Prostate Cancer Canada advocates for men and their families to make sure that testing is available and that research continues to identify new and improved testing options.



That's why we're here!

Why Father's Day?

- It's the one time of year when the attention is squarely on men and their families!



Workplaces across Canada are rallying behind Plaid for Dad on June 17th

- New twist on “jeans day”- employees donate and wear plaid to work on June 17th
- Fun way to boost employee engagement
- Photo-sharing through social media
- Great way to support a vital cause



2015 was a huge success!

- Over 200 workplaces across Canada went plaid!
- Reached over 25 million people through traditional media
- #WearPlaidforDad was a top trending topic on social media
- Raised vital funds to advance prostate cancer research



We make it easy for you

- PCC-supplied workplace kit
 - Posters
 - Fundraising Ideas in a Box
 - Promo email templates
- Social media badges to let your network know you're involved
- Register and donate online
- Prizes for top workplaces and best photos



**WEAR
PLAID
FOR
Dad**

Prostate Cancer
Canada

**This Father's Day Season,
Put on Something Plaid.**

On **Friday June 17th**, join people across Canada by wearing plaid!
Help protect the 1 in 8 men who will be diagnosed with prostate cancer in their lifetime by pledging to wear Plaid for Dad!

Sign up at
PlaidforDad.ca

PLAID FOR DAD AMBASSADORS

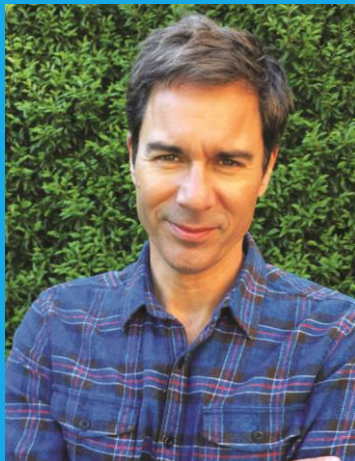


Official Retail Partner

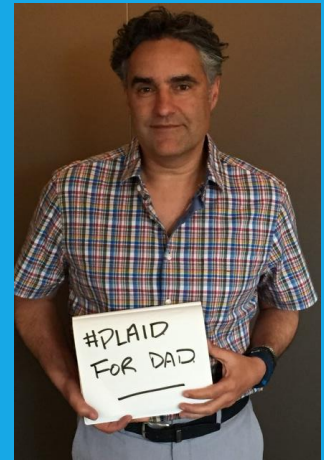
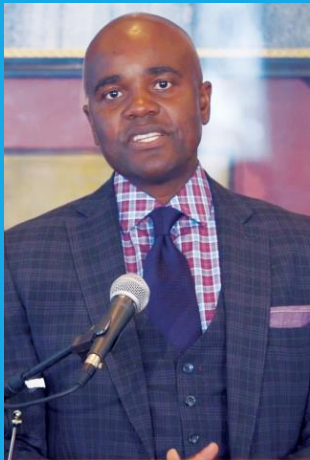
HUDSON'S BAY **STRENGTH
IN STRIPES**
FIBC FOUNDATION

#PLAID FOR DAD

Amazing celebrity ambassadors



Amazing celebrity ambassadors

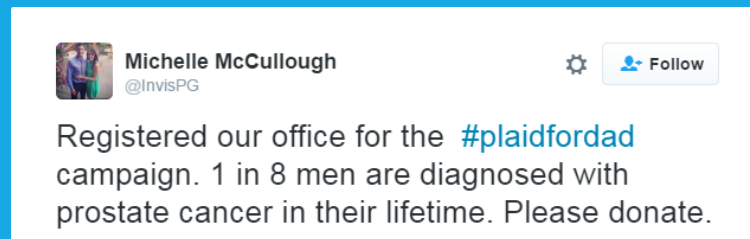


#PlaidforDad!



Canada Company @Canada_Company · Apr 7

The Canada Company team will be wearing #PlaidforDad this Father's Day, will you join us? #ProstateCancer



We're on our Way!

HBC – 'Official Retailer of Plaid for Dad'

- HBC has designed six plaid shirts
- For every shirt sold, \$12 will be donated to Prostate Cancer Canada.

HUDSON'S BAY



Telus is onboard!

- Telus will be encouraging employees to wear Plaid for Dad to help raise funds and awareness across Canada.

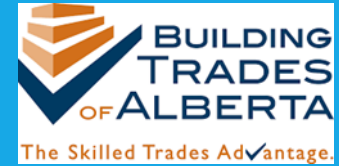


Support from Trucking Associations

- The Ontario Trucking Association and the Atlantic Provinces Trucking Association will be joining the Plaid for Dad movement.



We're Coast to Coast!



We've got big plans for Year 2 – and we hope they include your workplace!



Looking forward to seeing you in Plaid

- Marla MacLeod
- Sr. Coordinator, Community Giving and Events
- 416-441-2131 ext. 227
- marla.macleod@prostatecancer.ca

