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## Swimco Launches \$5,000 Facebook Campaign to Support Women with Cancer

**INSPIRE COURAGE  
LIFT SPIRITS  
GIVE CONFIDENCE  
NO STRINGS ATTACHED**

From June 1 to June 30 2010, Swimco will donate \$1 for every new Swimco fan on Facebook.

 

**Calgary, AB** – After two years of developing their social media strategy, Calgary-based swimwear retailer Swimco has added a charitable component to their facebook program. From now until June 30, 2010, Swimco will donate \$1 for each new facebook sign-up (up to \$5,000). The money will go to their charity partner, Look Good Feel Better (LGFB), in support of women with cancer.

“It’s the perfect way for us to grow our online fan-base, while enabling people to make a difference in the community” says [Lori Bacon](#), President of Swimco. “You sign up for our facebook page, we donate a dollar to LGFB, which helps women undergoing cancer treatment to regain their confidence.”

While some see facebook as a platform for gossip, mindless musings, and too much personal information, Swimco sees this campaign as an opportunity to prove that social media can be leveraged to help a worthy cause. Bacon is encouraged by the results so far: “We’ve had support from our friends, staff, customers, and the community. I was really touched when I read one of the postings on our facebook wall from a cancer survivor who personally benefited from LGFB’s workshops during her chemotherapy.”

Swimco has recruited just under 1,000 facebook members, with another 4,000 to go in order to reach their goal of donating \$5,000 to LGFB by June 30. Anyone can sign up for Swimco’s facebook page at [www.facebook.com/swimco](http://www.facebook.com/swimco), and \$1 will be donated.

As the benefactor, LGFB is thrilled about the support that has been generated through the facebook campaign. “We are grateful to Swimco for their continued support of the Look Good Feel Better program through creative fundraising and awareness raising initiatives such as this” says Mara Bonadie, Director Marketing, Communications and Events for the national charitable program.

*Swimco is a Western-Canadian, [family-owned](#) swimwear retail chain. Their mission is to continue their long-standing tradition of instilling confidence in customers by fitting them with swimwear that makes them look and feel their best. More info at [www.swimco.com](http://www.swimco.com).*

*For more info about Look Good Feel Better, including a listing of their workshops, visit [www.lgfb.ca](http://www.lgfb.ca).*

**Download images for this press release at <http://www.swimco.com/press/pressjune2010.html>**