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A night for ladies to show off their balls for charity

Ovarian Cancer Canada rebrands its flagship fundraising event following the success of its mass campaign.

By Val Maloney

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Lauren Richards, founder of Pollin8, has signed on as co-chair of Ovarian Cancer Canada's annual cornerstone fundraising event. Richards was diagnosed with ovarian cancer in 2014 and is currently in remission.

Known as "Love Her" since it launched in 2012, this year's event has been rebranded as "The Lady Ball." The new branding was launched in order to capitalize on the success of last year's **double Cannes Lions-winning "Lady Balls"** campaign. **The campaign** included a video where women showed their fearlessness and "lady balls" in social situations. Work on the spots and the rebranding of the fundraising event was done in partnership with Grey and Hype PR.

One of 2,800 Canadian women get diagnosed with that form of cancer each year, and since most of them are diagnosed at a later stage, it's one of the most fatal of cancers, with a mortality rate that gives 50% to 62% of women five years of life expectancy by the time they are diagnosed.

The Lady Ball happens **March 2 at 6 p.m. in Toronto**, and includes a celebrity fashion show with models like former *Dragons' Den* stars David Chilton, Arlene Dickinson and Hockey Wives' Rhianna Weaver with her husband Mike Weaver, formerly of the Montreal Canadiens. It also features performances from singer-songwriter Jessica Mitchell and country star Dean Brody. The evening, which will be hosted by comedian Jessica Holmes, will also feature live and silent auctions and an after party.

The CIBC is the lead national sponsor for the event, with the *Globe and Mail* on as a new partner. *Glow* magazine has also signed on as a promotional partner.

Richards said The Lady Ball is an important fundraiser for Ovarian Cancer Canada, as the organization is completely funded by donations and runs without government support.



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