

The coveted Carina Black handbag brand ‘makes good’ to help raise funds for Pancreatic Cancer Canada

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Luxury Toronto-based brand Carina Black partners with Pancreatic Cancer Canada to design a limited edition handbag for the 5th anniversary

This month, the recently celebrated Carina Black brand has been selected and commissioned to design a limited edition handbag and folio, exclusively for Pancreatic Cancer Canada (PCC) to commemorate the 5th year anniversary of raising awareness and supporting innovative research into early detection methods for pancreatic cancer. The commissioned must-have accessories will be featured at the October 20th fashion event “Moda In Motion 2009” at the Terrace Banquet Centre in Vaughan and is sponsored by The Ladies Auxiliary of the CIBPA. Additional information on this exclusive offer can be found online at www.carinablack.com. All revenues from the specially designed bag and folio will be donated to PCC, which in turn, will benefit the Pancreas Cancer Screening Study at Princess Margaret Hospital.

“Both Chairs of PCC, Betty Aldridge and Laurie Ellies lost loved ones to this terrible ‘silent killer’. Betty lost her husband Dick and Laurie lost her mother Mearle,” says Lizann Grupalo, Business Director of Carina Black. “Nella Contardi from PCC who brought us into this project after reading an article about us, lost her sister Lucia to the disease as well. Both the handbag and folio designed by Carina Black’s Design Director, Bridget Reid, are named after their loved ones – Lucia and Mearle.”

In June 2008, Carina Black – formerly known as Peace for Your Heart – was selected as a finalist and winner at the 2008 Independent Handbag Designer Awards for “Most Socially Responsible Handbag” in New York City. This was the driving force behind the brand: to be recognized as the leader in accessory design and manufacturing without compromising contemporary consciousness. It’s more than creating a handbag; it’s about connecting to a cause. This relationship with PCC is a union that the brand takes very seriously.

“What inspired me to contact Carina Black was their commitment to support initiatives that directly inspires the lives of women and children,” says Nella Contardi of Pancreatic Cancer Canada. “I instantly felt a connection with the two incredible women behind this project. I knew that they would support our initiative of designing a handbag exclusive to PCC’s ‘Couture for a Cause Event’ and we are proud to partner with this emerging luxury brand that is going to soon be a household name!”

About Carina Black: Carina Black surpasses trend. For women endowed with a taste for decadent aesthetic and superior workmanship, each prêt-à-porter handbag is a showcase of Italian composition and distinct design sensibility that’s endlessly au courant.

Uncompromising in the commitment to quality and design, Carina Black sources the finest materials to bring you a stylized handbag. Polished, relaxed and a bit daring.

A ray of responsible luxury, Carina Black’s vision is simple: to be recognized as the leader in accessory design and manufacturing without compromising contemporary consciousness. As a proud participant of both local and international charities, Carina Black supports initiatives that directly improve the lives of others, including The Mirasol Project (www.carinablack.com/mirasol) and now Pancreatic Cancer Canada

About Pancreatic Cancer Canada:

Pancreatic Cancer Canada (PCC) is a national voluntary association dedicated to raising awareness of the fourth leading cause of cancer death. Referred to as a silent killer, pancreatic cancer is expected to strike more than 250,000 men and women of all ages around the world, including 4,000 Canadians in the coming year. There is no prevention, no early detection test and unless diagnosed in its early stages, no cure. Through its fundraising arm, The Dick Aldridge Pancreatic Cancer Foundation,

PCC is proud to support the Pancreas Cancer Screening Study at Princess Margaret Hospital in Toronto. For more information, www.info@pancreaticcancercanda.ca.

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