

The fight against breast cancer just got a little sexier.

A mother and daughter team from Thornhill have an exhibit at the Everything To Do With Sex show, which wraps up today in Toronto.

Stephanie Cole, 24, and her mother, Jai, 55, have been raising cash and awareness of breast cancer research for several years.

The women have twice participated in the annual Weekend to End Breast Cancer -- Jai as a participant and Stephanie as volunteer.

The weekend is a 60-kilometre walk each September benefiting research, treatment and education at Princess Margaret Hospital. This year, 5,382 walkers raised more than \$17 million.

The mother and daughter, who dub themselves Team Bubble Boobs, have started raising money for next year's event.

But the new, racier fundraising twist is a natural fit for both of them. Jai works as a trade show producer, while Stephanie does freelance public relations and communications work.

"We're in the trade show industry, so we thought a great place to raise money for breast cancer was at a trade show," Stephanie said.

The team plans also to set up a booth at the National Women's Show at the Metro Toronto Convention Centre, which runs Oct. 27 to 29.

And to make sure those who attend both shows get the point, the Coles have oversized novelty breasts on display. You can put donations through a slot at the top of the breasts.

The slogan for their campaign is "fill 'em up".

They are also selling items such as bracelets, teddy bears and wine glass charms at the shows and everything will have a pink ribbon on it.

Between the two shows, the Coles hope to net about \$5,000 (and a total of \$8,000 by next September's walk).

A representative from the Weekend to End Breast Cancer is at the booth to talk about the annual event.

The Everything To Do With Sex Show offers the advantage of exposing Team Bubble Boobs' message to men as well as women, Jai said.

Team Bubble Boobs hopes to register more male walkers for next year's event.

"It's really important to educate men and breast cancer is, in a minor league way, a men's disease as well," she said. "And there will be a lot of men who go to the show. Plus it's fun, it's funky and we can do a lot of fun stuff with it."

Between the Everything To Do With Sex Show and the National Women's Show, Stephanie estimated about 80,000 people could be exposed to the Team Bubble Boobs exhibit.

To learn more about the shows, visit www.everythingtodowithsexshow.com, or www.nationalwomenshow.com

For more information on the walk, go to www.endcancer.ca

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Illustration:

• MICHAEL POWER PHOTO / Thornhill's Stephanie Cole, 24 (right), and her mother, Jai, 55, have been raising cash and awareness of breast cancer research for several years. They have an exhibit booth at the Everything To Do With Sex show, which wraps up today in Toronto.