
 lifestyles

Breast cancer fundraiser slated for April 24

Inspired by loss of loved one

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Staff Reporter

Penny Demy immediately thought of her own daughter when she read about Cailyn Conci, a 13-year-old girl who lost her mother to breast cancer.

Cailyn had decided to channel her emotions into a garage sale she hosted in March to raise funds for the Canadian Breast Cancer Foundation. Cailyn and her group of nine friends, calling themselves Angel Wings, raised more than \$3,000 in their effort.

Cailyn's story in the *Peace Arch News* reminded Demy of her own daughter, 14, whose father died seven years ago in a kayaking accident in Semiahmoo Bay.

"I think our biggest fear is the idea of not being there for our child," Demy said of single parents.

"When you see these things, being an only parent, you always think, 'what if?'"

"It really made me think about 'what can I do in my community?'"

As president of SHE Financial Group, which provides financial services for women and their families, Demy organizes monthly events to spread awareness and give information to women about finances.

With her daughter in mind, she decided to make her next event a fundraiser.

The White Rock resident rounded up other women-



Brian Giebelhaus photo

Penny Demy is organizing a fundraiser for breast cancer at Eaglequest. She was inspired by her 14-year-old daughter, whose dad died seven years ago.

run businesses in the community and is organizing an evening that examines issues around breast cancer.

The April 24 event will feature guest speaker Jules Sesia, a breast cancer survivor; a speech from Mayor Judy Forster; a talk from

employees of Nutrition House about health and wellness; a clothing swap; door prizes; and a breast check kit demonstration.

Demy will also give a presentation about critical illness insurance. It's a subject she feels passionate about

after a client she was helping to obtain the insurance discovered cancer during the routine testing required to apply. He had surgery shortly after and credits the exam for saving his life.

"I'm a strong believer in having critical illness insurance as part of your portfolio," Demy said.

The financial hit many women take when battling breast cancer can be substantial and often times devastating, she added.

By informing people about critical illness insurance, Demy hopes some women can prevent that loss.

"I thought (the event) was an opportunity to bring awareness about breast cancer as well as a financial solution," she said.

Demy hopes 100 women will attend and \$2,000 will be raised from ticket sales, all of which will benefit Angel Wings' cause. And she plans on continuing to organize fundraising events, possibly focusing on other groups in the future.

"If we can raise \$2,000 this time, next time it will probably be \$4,000," she said.

The event will be held at Eaglequest Coyote Creek, 7778 152 St., from 6:30 to 9:30 p.m. Tickets are \$20 per person.

Women can register at shefinancialgroup.com

Attendees are encouraged to bring a bag of clothes for the evening's clothing swap.