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Christina Applegate Promotes Lee Cancer Drive

Actress Returns to National Denim Day Campaign

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Lee National Denim Day has signed an alum as its 2009 ambassador. Actress Christina Applegate will be the first spokesperson to appear a second time as ambassador for one of the country's largest single-day fundraisers for breast cancer -- and the first who is a breast-cancer survivor.



Christina Applegate

The campaign, which benefits the Women's Cancer Programs of the Entertainment Industry Foundation, encourages people to wear jeans on Oct. 2 in exchange for a \$5 donation to support breast-cancer research. People can register now by visiting [denimday.com](#) or by calling 800-521-5533.

Lee National Denim Day, started in 1996 by Barkley, Kansas City, Mo., has raised more than \$75 million to fight breast cancer. Each year celebrity ambassadors have been chosen based on their connections to people with breast cancer.

The money raised is used to support Lee Laboratories, which is looking for more-effective, less-toxic treatments for breast cancer; fund the Entertainment Industry Foundation's Breast Biomarker Discovery Project, which is working to develop a blood test for earlier detection; back Right Action for Women, a new foundation created by Ms. Applegate to educate women and provide assistance to those who are at increased risk for breast cancer but can't pay for screenings; and create educational resources with the National Breast Cancer Coalition.

"Lee National Denim Day is such an effective grass-roots campaign, and its importance has become even more real to me in this past year," Ms. Applegate said in a statement. "By joining together on Oct. 2, we can raise millions to support breast-cancer research. It's so simple and so powerful. I truly believe that events like this help save lives."