

For Immediate Release

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Montreal, Canada. October 5, 2005 - Insight Canada is proud to announce a member of their Senior Management team has been selected to be the special guest speaker at this year's Quebec Breast Cancer Foundation lecture luncheon.

Trish O'Keeffe, senior Manager of Operations at Insight Canada and breast cancer survivor will speak at the prestigious luncheon that welcomes over 900 business women in the Montréal area on October 26th at the Sheraton Center. Co-chaired by Denise Robert and Denys Arcand and hosted by Patrice L'Ecuyer, Trish will address the crowd about her battle with breast cancer and how it has forever changed her life.

"I am honored to support this great event as more & more women and men are being cured as a result of their efforts," said Trish O'Keeffe. "I hope to be able to show that we can not only survive, but go on to fulfill any one of our dreams."

Trish was first diagnosed in 1998 at the age of 38 and she underwent 4 cycles of chemotherapy followed by 25 radiation treatments after having surgery to remove a cyst which had initially been diagnosed as non-cancerous. To celebrate her victory, she did an Ironman triathlon, finishing the 3.8km swim, 180km bike ride and 42km marathon in 13 hours, 28 minutes.

Three years later, in 2001, after returning home from a month-long business trip, another cancerous lump was found. This time though, she did not have to go through chemo or radiation after surgery.

In 2003, Trish competed in the Race Across America (RAAM); a bike race sponsored by Insight North America that began in San Diego and ended in Atlantic City. Her team, comprised of eight employees, placed first and earned a new world record in the corporate category with their incredible finish time.

In 2004, she did it again and was the first woman in all categories to cross the finish line! Trish continues to challenge herself and others by competing in 4-6 triathlons a year and bicycling from Montreal up to Tremblant to play golf!

Tickets for the Quebec Breast Cancer Foundation Lecture Luncheon are \$150 each with all proceeds going to the Foundation. Call 514-871-1717 to purchase tickets.

About Insight

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