



Fundraiser in Support of Shoppers Drug Mart® Weekend to End Women's Cancer™ benefiting The Campbell Family Cancer Research Institute at The Princess Margaret Hospital

(CITY, DATE) (Insert your name) _____ has made the bold decision to register for this year's edition of **Shoppers Drug Mart® Weekend to End Women's Cancer™ benefiting The Campbell Family Cancer Research Institute at The Princess Margaret Hospital**. He/she has set a personal fundraising goal of (enter your goal) \$ _____. (Insert first name) _____ will be holding a fundraiser for the event. Details are as follows:

WHAT: *(describe the nature of your fundraiser. Be dynamic and encourage the public to come out and support you!)*

WHEN: (Date, time)

WHERE: (address/location)

COST: (Insert cost per ticket if applicable) \$ _____ per ticket. Proceeds go to Shoppers Drug Mart® Weekend to End Women's Cancer™ benefiting The Princess Margaret Hospital.

CONTACT: (your name, contact information, and participant #)

Should you be unable to attend this fundraiser, you can donate to (insert your first name) _____'s campaign online. Visit endcancer.ca and click "donate." Enter (Insert your name) _____ to make a donation.

This is the ninth annual **Weekend to End Women's Cancers™ benefiting The Campbell Family Institute at The Princess Margaret Hospital**. Formally known as The Weekend to End Breast Cancer, the name was changed in 2009 to encompass funds that benefit all women's cancers.

About The Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, exemplary teaching and compassionate care at Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Institute for Breast Cancer Research. More information about The Foundation can be found at www.pmhf.ca.

About Princess Margaret Hospital

Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Institute for Breast Cancer Research, have achieved an international reputation as one of the top 5 cancer research centres in the world. Princess Margaret Hospital is a member of University Health Network which also includes Toronto General Hospital and Toronto Western Hospital. All three are research hospitals affiliated with the University of Toronto. More information about UHN can be found at www.uhn.ca.

About The Campbell Family Cancer Research Institute at Princess Margaret Hospital

The Campbell Family Cancer Research Institute at Princess Margaret Hospital brings together an elite team of cancer researchers, scientists, clinicians and staff dedicated to the ultimate goal of conquering cancer by leveraging basic, translational and clinical research into dramatic cancer breakthroughs. For more information, go to www.campbellfamilyinstitute.ca

-30-

For more information or to register for 2011, visit endcancer.ca, call 416.815 (WALK), or contact:

Ailish Steele
Communications Coordinator
The Weekend to Women's Cancer
416.577.9255
astele@endcancer.ca

OFFICIAL NATIONAL TITLE SPONSOR



The Weekend to End Women's Cancers is a trademark of Princess Margaret Hospital Foundation, used under license;
Shoppers Drug Mart is a trademark of 911979 Alberta Ltd., used under license.