



Local resident taking personal steps to End Women's Cancers!

A Weekend Dedicated to Curing One and All

(CITY, DATE) – (Name) _____ of (Town) _____ is fighting breast cancer, by participating in the **Shoppers Drug Mart® Weekend to End Women's Cancer™** benefiting **The Campbell Family Cancer Research Institute at The Princess Margaret Hospital.**

One in nine Canadian women will be diagnosed with breast cancer in her lifetime; (Name) _____ makes the bold commitment to end women's cancers by participating in The Weekend to End Women's Cancers. **She/he** is walking because...*(Here is where you insert your personal story. Briefly explain why you signed up and what's your inspiration. How has cancer affected you? Empower others to sign up or support your journey. The more personal, and the more genuine emotion you can display in this section, the better chance newspaper readers will relate. **Keep your story to a paragraph at most so your message remains concise.**)*

This is the ninth annual Weekend to End Women's Cancer's in Toronto. Monies raised finance breast cancer initiatives, improve treatment and develop prevention programs, as well as support the fight against gynecologic cancers.

During the entire weekend, various pit stops will be set-up alongside the route where walkers can rest, stretch, hydrate and grab a little snack between meals. Portable restrooms will be available as well. Volunteers and crew members ensure safety on the course and provide comprehensive medical services. They will also manage and set-up an overnight campsite complete with tents, hot showers and entertainment.

For greater impact, (Name) _____ has set **him/herself** a goal of \$ _____. To help **her/him** reach this goal, or to take part in this life-changing journey, visit www.endcancer.ca or call 416.815.WALK (9255).

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.pmf.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

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For information about the Shoppers Drug Mart® Weekend to End Women's Cancer™ benefiting The Campbell Family Cancer Research Institute at The Princess Margaret Hospital, please contact:

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