



Local resident embarks on bold journey to End Women's Cancers

[[City]; [Date]] - [Name] _____ of [Town] _____ is taking personal steps to fight women's cancers by participating in **Shoppers Drug Mart® Weekend to End Women's Cancer™ benefiting The Campbell Family Cancer Research Institute at The Princess Margaret Hospital**. During the weekend of September 10-11, 2011, **she/he** will be joined by thousands of men & women who share the desire to make a powerful stand against women's cancers. They will walk either 30 or 60kms to raise awareness for the disease and funds for the Princess Margaret Hospital.

One in seven Canadian women will be diagnosed with breast or gynecologic cancers in their lifetime. **(Name) _____** rightly viewed the Weekend to End Women's Cancers as a call to action. **She/he** is walking because she/he can and 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? How does cancer make you feel? Try and 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 readers will relate. **Try to keep your story to a paragraph at most so your message remains concise.**)*

This is the ninth annual **Weekend to End Women's Cancers™ benefiting The Campbell Family Cancer Research Institute at The Princess Margaret Hospital**. Formally known as The Weekend to End Breast Cancer, the name was changed in 2009 to encompass funds raised which will now benefit all women's cancers. Across Canada this year, an estimated 8,200 new cases of gynecologic cancers will be diagnosed. While Weekend funds continue to support innovative research, treatments and prevention programs for breast cancer at the Campbell Family Institute, proceeds now also finance discoveries to better treat gynecologic cancers such as ovarian, uterine, cervical, and vulvar cancers.

Throughout their journey, Walkers will be supported by hundreds of volunteers and crew members, providing them with food & hydration, portable restrooms, safety on the road, comprehensive medical services and an overnight campsite complete with tents and hot showers.

[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

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 Institute at The Princess Margaret Hospital, please contact:

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