



LOCAL RESIDENT IS WALKING TO END ALL WOMEN'S CANCERS, AND IS INVITING OTHERS TO JOIN!

Shoppers Drug Mart Weekend to End Women's Cancers celebrates its 11th anniversary this year

[[CITY]; [DATE]] - [Name] _____ of [Town] _____ is gearing up for the **2013 Shoppers Drug Mart Weekend to End Women's Cancers benefiting Princess Margaret Cancer Centre**. She/He will be joined by thousands of women and men who share a common goal of ending all women's cancers. Participants will walk 60KM in the course of two-days on September 7-8, 2013.

With one in seven women in Canada being diagnosed with breast or gynaecologic cancers in their lifetime, **[Name]** rightly viewed the Shoppers Drug Mart Weekend to End Women's Cancers as a call to action. **She/He** is rallying for the cause 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? 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 the chance that readers will relate. **Try to keep your story to a paragraph at most so your message remains concise.**)*

Participants are supported along the journey by hundreds of volunteers and crew members, providing them with food & hydration, portable washrooms, safety on the road, comprehensive medical services and an overnight campsite complete with tents and hot showers.

This is the 11th annual Weekend to End Women's Cancers in Toronto. To date; the event has helped raise over \$133 million for Princess Margaret Cancer Centre. Funds raised by The Weekend are put to use immediately supporting Personalized Cancer Medicine, including research, treatment advances and survivorship programs for all women's cancers at Princess Margaret Cancer Centre.

[Name] is inviting anyone who is up for the bold challenge to join her/his team or register as an individual, while spaces are still available. For more information visit www.endcancer.ca call 416.815.9255

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About Princess Margaret Cancer Centre

Princess Margaret Cancer Centre and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute, have achieved an international reputation as global leaders in the fight against cancer and delivering Personalized Cancer Medicine. Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world, is a member of the University Health Network, which also includes Toronto General Hospital, Toronto Western Hospital and Toronto Rehabilitation Institute. All 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 Cancer Centre

The Campbell Family Cancer Research Institute at Princess Margaret Cancer Centre 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

About The Princess Margaret Cancer Foundation

The Princess Margaret Cancer Foundation raises funds for Personalized Cancer Medicine at Princess Margaret Cancer Centre and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute. More information about The Foundation can be found at www.pmcf.ca