



## Shoppers Drug Mart Weekend to End Women's Cancers – Media Fact Sheet

**What:** The Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting the Campbell Family Cancer Research Institute at the Princess Margaret Cancer Centre

**Where:** Toronto

**When:** September 6-7, 2014

**Duration:** 60 km; two days of walking; one night of camping  
30 km; one day of walking; evening activities

**Info:** 416.815.WALK (9255) / [www.endcancer.ca](http://www.endcancer.ca)

### **ABOUT THE WEEKEND:**

- The annual The Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting the Campbell Family Cancer Research Institute at the Princess Margaret Cancer Centre, the largest women's cancers fundraiser in Ontario history, is a two-day 60 km walk throughout Toronto.
- 1 in 7 Canadian women will be diagnosed with breast or gynaecologic cancer in their lifetime. This year in Canada, it is estimated that approximately 31,000 women will be diagnosed with breast or gynecological cancer, and over 8,000 will die from the disease. The Weekend to End Women's Cancers brings together communities of participants, survivors and their supporters for one common goal: to end all women's cancers.
- The Weekend to End Women's Cancers funds Personalized Cancer Medicine, including research, treatment advances and survivorship programs for all women's cancers at Princess Margaret Cancer Centre.
- 2014 marks the 12<sup>th</sup> annual Weekend to End Women's Cancers in Toronto. Over the last 11 years, The Weekend has raised more than \$141 million, funding innovative research, treatment, and care for women's cancers at Princess Margaret Cancer Centre.
- For 2014, opening ceremonies will take place in the iconic Rogers Centre and participants will be given the chance to sleep under the dome on Saturday night. Walkers will complete their 60 km journey at Roundhouse Park across from Rogers Centre on Sunday afternoon.
- Walkers will be supported by hundreds of volunteers and crew members, providing meals, water and snack stops, portable restrooms, safety on the course, comprehensive medical services and an overnight campsite complete with tents, hot showers and entertainment.
- Media will find interest in the humanizing stories of Walkers, many of which have been impacted by cancer and are walking for personal, deeply moving reasons. Media will also have the opportunity to interview executives, researchers and doctors from the Princess Margaret who can discuss how the funds are being put to immediate use supporting cancer research, treatment and care at Princess Margaret Cancer Centre.

### **About Princess Margaret Cancer Centre**

The Princess Margaret Cancer Centre has achieved an international reputation as a global leader in the fight against cancer and delivering personalized cancer medicine. The Princess Margaret, one of the top 5 international cancer research centres, 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. [www.theprincessmargaret.ca](http://www.theprincessmargaret.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](http://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.thepmcf.ca](http://www.thepmcf.ca)

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