



## LOCAL RESIDENT SETS FUNDRAISING GOAL FOR 60KM WALK

*The Shoppers Drug Mart Weekend to End Women's Cancers celebrates its 11th anniversary of record-setting fundraising for women's cancers*

**[[CITY]; [DATE]] - [Name] \_\_\_\_\_ of [Town] \_\_\_\_\_** is set to participate in the 11<sup>th</sup> annual **Shoppers Drug Mart Weekend to End Women's Cancers benefiting Princess Margaret Cancer Centre**. The Weekend brings together communities of walkers, survivors and their supporters for the common goal of ending all women's cancers. Participants walk 60KM through the streets of Toronto in the course of two-days, 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 and has set a goal of raising \$XXX for achieve her/his fundraising. This achievable goal will be made possible; due to support **(NAME)** receives.

**[Name]** decided to register for the 2013 Weekend 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 donate to you. 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.)*

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.

To help (name) reach his/her goal of \$\_\_\_\_, or to join him/her on this epic journey, visit [endcancer.ca](http://endcancer.ca) or call 416.815.9255. Simply enter **[Name] \_\_\_\_\_** or **[participant ID number] \_\_\_\_\_**, and make your contribution to this important cause.

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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](http://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](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.pmcf.ca](http://www.pmcf.ca)