



Fundraiser Listing Instructions

Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting The Campbell Family Cancer Research Institute at The Princess Margaret Cancer Centre thanks you for your participation!

You are now beginning an adventure that will contribute to saving lives by supporting women's cancer care and critical research. During the following months, you will share your story and motivation in hopes of putting an end to women's cancers. You will turn to your family and friends as well as your colleagues for encouragement and support.

We also want to help you fundraise successfully. And a great way to do that is by sharing your plans with your community! Inform the local media about the different fundraising activities you are planning, to encourage other people to give to the cause and get us one step closer to reaching our goal of putting an end to women's cancers!

We have attached a *media advisory* template that can serve as a tool for your fundraising activities. It is structured in a way that will inform the media and their readers of the specific details of your Weekend to End Women's Cancers fundraising activity.

Personalize it with the details of the date, the location, if there is a cost and a brief description of your event. Please remember that the space in newspapers is limited so keep everything short and simple.

Once you have filled out the *media advisory*, send it to the community calendar, or event listings section of your local newspaper.

For further assistance please contact Ailish Steele at asteele@endcancer.ca

Once your event is published, please inform Ailish so that she can obtain a copy of the newspaper in which your activity was featured.

**Helpful hint: If your local newspaper is unable to attend your fundraiser, follow up by sending a high resolution photo along with a brief description to their general inbox.*

Thank you very much for your ongoing support,

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

