



Hometown Press - Instructions

Thank you for joining the **Shoppers Drug Mart® Weekend to End Women's Cancers™** benefiting **The Campbell Family Cancer Research Institute at The Princess Margaret Cancer Centre!** You are embarking on a life-changing journey that will save lives by raising money for critical cancer research and care in your region. In the coming months, you will reach out to friends, family, and colleagues for donations. You will train and talk about your commitment to END women's cancers.

These conversations lend as much to the fight against women's cancers as fundraising. Raising awareness for women's cancers programs supported by The Princess Margaret Cancer Centre is as crucial as raising money because it is a constant reminder of the importance of the cause.

Once you've told your friends and family about your involvement in this amazing event, why stop there? Share your story with your community! Let your local media learn how you are paying tribute to cancer patients' journeys by meeting challenges, both physically and mentally. Your local media want to know that you are boldly fighting diseases which affect one in seven Canadian women, touch thousands of women annually and touch many of their readers.

Attached are two templates of a *press release*. Choose your favourite one and personalize it. Both outline the event and give the publication (and thus, its readers) a means to contact the Weekend to End Women's Cancers, should they be interested in participating, volunteering, or donating to you to support the cause. There is plenty of room for you to describe your specific reasons for participation, and that's the best part! Convey your story, be passionate, be inspiring, be bold! Inspire readers to listen, read, and be moved to support you and your Weekend journey. Remember newspaper space is limited, so it is important to keep your personal story brief - a few paragraphs will do - so that everything can be included.

Once you have filled out the *press release*, email or fax it to the news desks of your local papers.

If you need contact information for local media, please email Ailish Steele at asteele@endcancer.ca

Please let Ailish know if your story is published so she may retrieve a copy.

Thank you for your ongoing support,

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Family Cancer Research Institute at The Princess Margaret Cancer Centre



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