



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

What: Shoppers Drug Mart Weekend to End Women's Cancers™ benefiting Princess Margaret Cancer Centre
Where: Toronto
When: September 7-8, 2013
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

ABOUT THE WEEKEND:

- The annual Shoppers Drug Mart Weekend to End Women's Cancers, the largest women's cancers fundraiser in Ontario history, is a two-day 60km 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 brings together communities of participants, survivors and their supporters for one common goal: to end all women's cancers.
- The Shoppers Drug Mart 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.
- 2013 marks the 11th annual Weekend in Toronto. Over the last 10 years, The Weekend has raised more than \$133 million, funding innovative research, treatment, and care for women's cancers at Princess Margaret Cancer Centre.
- For 2013, it's an All New Weekend! Opening and closing ceremonies will take place in the iconic Rogers Centre and participants will be given the chance to sleep under the dome on Saturday night. Along with an exciting new route through Toronto, and much more to make it an unforgettable experience for all participants.
- 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

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.pmf.ca

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