



Local resident stepping up in the fight against all women's cancers

(CITY, DATE) - (Name) _____ of (Town) _____ is giving hope to cancer victims by participating in The Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting Ottawa Regional Cancer Foundation. **She/he** will join thousands of men and women from June 4-5, 2011, who share the desire to make a powerful stand against breast and gynecologic cancer. They will walk either 30 or 60 kilometres to raise awareness for the disease and funds to fight women's cancers.

One in seven Canadian women will be diagnosed with breast or gynecologic cancer in their lifetime; (Name) _____ rightly viewed The Shoppers Drug Mart® Weekend to End Women's Cancers™ as a call to action. **She/he** is walking 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? Empower others to sign up or support your journey. The more personal, and the more genuine emotion you can display in this section, the better chance readers will relate. Keep your story to a paragraph at most so your message remains concise.)*

(Name) _____ (participant ID number) _____ has set **him/herself** a goal of \$ _____. To help **her/him** reach this goal, or to take part in this life-changing journey, visit www.endcancer.ca or call 613.722.7224.

This is the sixth annual Shoppers Drug Mart® Weekend to End Women's Cancers™ in Ottawa. Over the last two years, the Weekend expanded its mandate. Participants can now chose to designate their funds towards breast cancer research, treatment and care, or support the fight against gynecologic cancers.

During the entire weekend, various pit stops will be set-up alongside the route where walkers can rest, stretch, hydrate and grab a little snack between meals. Portable restrooms will be available as well. Volunteers and crew members ensure safety on the course and provide comprehensive medical services. They will also manage and set-up an overnight campsite complete with tents, hot showers and entertainment.

About the ORCF

The Weekend to End Women's Cancers benefits the Ottawa Regional Cancer Foundation, a registered charity that supports cancer services and world-class cancer research across eastern Ontario. Funds raised will go directly into research initiatives at the Centre for Cancer Therapeutics at The Ottawa Health Research Institute. Our researchers are investigating better ways to treat cancer, including targeted treatments that minimize the negative side effects while still effectively combating a patient's cancer. We're also learning more about how to predict and prevent breast cancer and gynecological cancers. Put together, this research is bringing us closer every day to an end to women's cancers.

-30-

OFFICIAL NATIONAL TITLE SPONSOR



For information about the Shoppers Drug Mart® Weekend to End Women's Cancers benefiting Ottawa Regional Cancer Foundation, please contact:

Natasha MacDonald
Communications Coordinator
Shoppers Drug Mart® Weekend to End Women's Cancers™
1.877.500.7551
nmacdonald@endcancer.ca

OFFICIAL NATIONAL TITLE SPONSOR



The Weekend to End Women's Cancers is a trademark of Princess Margaret Hospital Foundation, used under license; Shoppers Drug Mart is a registered trademark of 911979 Alberta Ltd., used under license.