



A Weekend Dedicated to Curing One and All

(City, Date) – (Name) _____ of **(Town)** _____ is fighting breast cancer, one step at a time, by participating in The Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting Ottawa Regional Cancer Foundation.

From June 4-5 2011, Ottawa's streets will be taken by storm by thousands of courageous women and men, who set out to walk either 30 or 60 kilometres in support of the fight against breast cancer and gynecologic cancers.

In 2010, an estimated 8,900 cases of breast cancer occurred in Ontario. One in nine Canadian women will be diagnosed with breast cancer in her lifetime; **(Name)** _____ makes the bold commitment to end women's cancers by participating in The Shoppers Drug Mart® Weekend to End Women's Cancers™. **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 newspaper readers will relate. Keep your story to a paragraph at most so your message remains concise.)*

This is the sixth annual Shoppers Drug Mart® Weekend to End Women's Cancers™ in Ottawa. Monies raised finance breast cancer initiatives, improve treatment and develop prevention programs, as well as 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.

For greater impact, **(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.

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.

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

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