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Canada Goes Pink for a Day

Second edition of National Wear it Pink Day helps raise awareness about the fight against all women's cancers and The Shoppers Drug Mart Weekend to End Women's Cancers benefiting the Ottawa Regional Cancer Foundation

(January 26th, Ottawa) – Across the country people donned pink today. Canadians did so to voice their support for the fight against women's cancers and the Shoppers Drug Mart Weekend to End Women's Cancers.

This was the second edition of National Wear it Pink Day.

"Women's cancers," a term used to denote breast and gynaecologic cancers, are incredibly pervasive in this country. One in seven Canadian women will be diagnosed with a woman's cancer in her lifetime.

The Shoppers Drug Mart Weekend to End Women's Cancers, which takes place June 4th and 5th, is a vehicle to carry on the fight. To date it has raised a total of \$11 million.

"I want to thank everyone who took part in National Wear it Pink Day. There's no doubt that the Weekend is one of the most important and impactful fundraising programs we've ever had," said Linda Eagan, President of the Ottawa Regional Cancer Foundation. *"This event has saved people's lives, bottom line. Join me in 2011 on the walk. Let's make this Weekend matter!"*

Monies raised have been used to finance critical research, treatment and care for breast and gynecological cancers throughout Eastern Ontario.

"I have walked in the Weekend since last year", said Holly Campbell. *"My mother was diagnosed with breast cancer 2 years ago, so today I proudly wear it pink in honour of all those who have been touched by women's cancers. I'm registered for 2011 and ask you to sign-up today! Please help me make this Weekend matter and join me in the fight to end all women's cancers."*

For more info on The Shoppers Drug Mart Weekend to End Women's Cancers and to register or donate to the event please visit www.endcancer.ca or call 613-722-7224.

About the Ottawa Regional Cancer Foundation

The Shoppers Drug Mart Weekend to End Women's Cancers benefits the Ottawa Regional Cancer Foundation. The Cancer Foundation is committed to increasing cancer survivorship in Eastern Ontario and is the only local charitable organization dedicated exclusively to raising funds for cancer care in our community. Working to fill the gaps in services for cancer patients, the Cancer Foundation has partnered with local hospitals and organizations to ensure residents have the best possible care close to their homes, shorter wait times, improved quality of life and access to the latest new therapies. Locally, researchers are investigating better ways to treat breast cancer, including targeted treatments that minimize the negative side effects while still effectively combating a patient's cancer. The Cancer Foundation and its partners are learning more about how to predict and prevent breast cancer and gynecological cancer. Put together, this research is bringing us closer every day to an end to women's cancers.