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Canada Wears Pink for a Day

National Wear it Pink Day raises awareness, support for all women's cancers, through the Shoppers Drug Mart Weekend to End Women's Cancers benefiting BC Cancer Foundation

Vancouver, January 26, 2011 – Canadians across the country dressed in pink today to show their support for all women's cancers and for the Shoppers Drug Mart Weekend to End Women's Cancers.

The second annual National Wear it Pink Day also raised awareness that one in seven Canadian women will be diagnosed with breast, ovarian, cervical or another gynaecologic cancer in her lifetime.

The Shoppers Drug Mart Weekend to End Women's Cancers on August 13-14 is a major fundraising event for the BC Cancer Foundation that has raised more than \$16 million for cancer research in B.C.

"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 BC Cancer Foundation President and CEO Douglas Nelson. "This event has saved people's lives, bottom line. I invite you to join me and walk on August 13 - let's make this Weekend matter!"

Weekend funds support cutting-edge research at the BC Cancer Agency that improves patient outcomes across the province. In the last 18 months alone, the Agency has announced four world-class breakthroughs in breast and ovarian cancers, all of which will open doors to new cancer treatments and therapies.

"I have walked in the Weekend for the last six years," said breast cancer survivor Yumi White. "Today I am proudly wearing pink in honour of all those who have been touched by women's cancers. I'm registered for 2011 and would love you to sign-up today and join me in the journey 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, please visit: www.endcancer.ca

About the BC Cancer Foundation

The BC Cancer Foundation (www.bccancerfoundation.com) is the fundraising partner of the BC Cancer Agency and the largest charitable funder of cancer research in B.C. We raise funds exclusively for the BC Cancer Agency, enabling donors to contribute to leading-edge research that has a direct impact on improvements to care for British Columbia patients. We fund with the goal of finding solutions.

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