



Local Resident Taking Personal Steps to End Women's Cancers!

A Weekend Dedicated to Curing One and All

[[City]; [Date]] - [Name] _____ of **[Town]** _____ is fighting breast cancer, by participating in **Shoppers Drug Mart® Weekend to End Women's Cancers™** benefiting **BC Cancer Foundation**. She/he will join thousands of other courageous and committed women and men August 13-14, 2011 in a two-day 60 km or one day 30 km walk through Vancouver to raise funds for breast and gynecologic cancers.

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 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 you will have of relating to a reader who has also been impacted by women's cancers, and who may now want to join the event. **Keep your story to a paragraph at most so your release remains concise.**)*

This is the eighth annual Shoppers Drug Mart® Weekend to End Women's Cancers™ walk in Vancouver. 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]** _____, has set a personal fundraising goal of \$_____. To help **her/him** reach this goal, visit endcancer.ca to make a donation online or call 604-684-WALK (9255).

For more information or to register visit endcancer.ca or call 604-684-WALK (9255).

About BC Cancer Foundation

The BC Cancer Foundation is the bridge that connects philanthropic support and research breakthroughs in cancer knowledge. As the fundraising partner of the BC Cancer Agency and the largest charitable funder of cancer research in this province, we enable donors to make contributions to leading-edge research that has a direct impact on improvements to cancer care for patients in British Columbia. We fund with the goal of finding solutions.

As an independent charitable organization, we raise funds exclusively for the BC Cancer Agency that support innovative cancer research and compassionate enhancements to patient care.

Visit www.bccancerfoundation.com to make a donation or to learn how you can make a difference in the lives of those affected by cancer.

OFFICIAL NATIONAL TITLE SPONSOR



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

Borjana Slipicevic,
Western PR Coordinator
1-778-233-9255
bslipicevic@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 trademark of 911979 Alberta Ltd., used under license.