



Local Resident embarks on bold journey to End Women's Cancers

[City]; [Date] - **[Name]** _____ of **[Town]** _____ is taking personal steps to fight breast and gynecologic cancers by participating in **Shoppers Drug Mart® Weekend to End Women's Cancers™** benefiting **BC Cancer Foundation**. During the weekend of Aug. 13-14, 2011 she/he will be joined by thousands of men and women who share the desire to make a powerful stand against cancer. They will walk either 30 or 60 km through Vancouver to raise awareness for the disease and funds for the BC Cancer Foundation.

With one in seven Canadian women diagnosed with breast or gynecologic cancer in their lifetime, **(Name)** _____ rightly viewed the Weekend to End Women's Cancers as a call to action. She/he is walking because she/he can and 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? How does cancer make you feel? Try and 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. **Try to keep your story to a paragraph at most so your message remains concise.**)*

This is the eighth annual Shoppers Drug Mart® Weekend to End Women's Cancers™ in Vancouver. Formally known as The Weekend to End Breast Cancer, the name was changed in 2009 to encompass funds raised which will now benefit all women's cancers. Across Canada this year, an estimated 8,200 new cases of gynecologic cancers will be diagnosed. While Weekend funds continue to support innovative research, treatments and prevention programs for breast cancer, proceeds now also finance discoveries to better treat gynecologic cancers such as ovarian, uterine, cervical, and vulvar cancers.

Throughout their journey, Walkers will be supported by hundreds of volunteers and crew members, providing them with food & hydration, portable restrooms, safety on the road, comprehensive medical services and an overnight campsite complete with tents and hot showers.

[Name] _____ 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 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.

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

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