



LOCAL RESIDENT IS WALKING TO END ALL WOMEN'S CANCERS, AND IS INVITING OTHERS TO JOIN!

Pharmaprix Weekend to End Women's Cancers celebrates its 9th anniversary this year

[[CITY]; [DATE]] - [Name] _____ of [Town] _____ is gearing up for the 2013 Pharmaprix Weekend to End Women's Cancers benefiting the Segal Cancer Centre at the Jewish General Hospital. She/He will be joined by thousands of women and men who share a common goal of ending all women's cancers. Participants will walk 60KM in the course of two-days, on August 24-25, 2013.

With one in seven women in Canada being diagnosed with breast or gynaecologic cancers in their lifetime, **[Name]** rightly viewed the Pharmaprix Weekend to End Women's Cancers as a call to action. **She/He** is rallying for the cause 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? 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 the chance that readers will relate. Try to keep your story to a paragraph at most so your message remains concise).*

Participants are supported along the journey by hundreds of volunteers and crew members, providing them with food and hydration, portable washrooms, safety on the road, comprehensive medical services and an overnight campsite complete with tents and hot showers.

This is the 9th annual Weekend to End Women's Cancers in Montreal. To date, the event has helped raise over \$49.8 million for the Segal Cancer Centre at the Jewish General Hospital. Funds raised by The Weekend are put to use immediately supporting research, treatment, care and prevention programs for all women's cancers at the Segal Cancer Centre at the Jewish General Hospital.

[Name] is inviting anyone who is up for the bold challenge to join her/his team or register as an individual, while spaces are still available. For more information visit www.endcancer.ca call (514) 393-9255.

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Media contact:

Lauren Scott, Communications Manager
(514) 929-9255
lscott@endcancer.ca

About the Segal Cancer Centre

The Segal Cancer Centre is a Quebec leader in implementing a focused and comprehensive approach to fighting cancer through medical treatment, patient care, family support and scientific research. A wide array of interrelated services are grouped in close proximity to one another, including screening and prevention, nutrition and rehabilitation, psychosocial support, symptom management, and public information. This integrated approach is considered by leading international medical experts to be one of the most effective and promising strategies in battling cancer.

About the Jewish General Hospital

Since 1934, the Jewish General Hospital has been a mainstay of superior medical care for generations of patients of all backgrounds. One of Quebec's largest and busiest acute-care hospitals, the JGH is committed to improving the quality of healthcare for all Quebecers in partnership with the provincial healthcare network. The Jewish General Hospital is committed to providing patients the best possible care in a clean, safe and human-centered environment. The JGH is able to deliver these pioneering, innovative medical services by strengthening its role as a McGill University teaching hospital, by expanding and upgrading its facilities, and by pursuing cutting-edge research at the Lady Davis Institute for Medical Research. (www.igh.ca).