



## LOCAL RESIDENT SETS FUNDRAISING GOAL FOR 60KM WALK

*The Pharmaprix Weekend to End Women's Cancers celebrates its 9<sup>th</sup> anniversary of record-setting fundraising for women's cancers*

**[[CITY]; [DATE]] - [Name] \_\_\_\_\_ of [Town] \_\_\_\_\_** is set to participate in the 9<sup>th</sup> annual **Pharmaprix Weekend to End Women's Cancers benefiting the Segal Cancer Centre at the Jewish General Hospital**. The Weekend brings together communities of walkers, survivors and their supporters for the common goal of ending all women's cancers. Participants walk 60KM through the streets of Montreal in the course of two-days, 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 and has set a goal of raising \$XXX to achieve her/his fundraising. This achievable goal will be made possible; due to support **(NAME)** receives.

**[Name]** decided to register for the 2013 Weekend 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 donate to you. 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.)*

This is the 9<sup>th</sup> 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.

To help (name) reach his/her goal of \$\_\_\_\_, or to join him/her on this epic journey, visit [www.endcancer.ca](http://www.endcancer.ca) or call (514) 393-9255. Simply enter **[Name] \_\_\_\_\_ or [participant ID number] \_\_\_\_\_**, and make your contribution to this important cause.

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### 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.jgh.ca](http://www.jgh.ca))