



The Pharmaprix Weekend to End Women's Cancers – Media Fact Sheet

- What:** The Pharmaprix^{MD} Weekend to End Women's Cancers™ benefiting the Segal Cancer Centre at the Jewish General Hospital
- Where:** Montreal
- When:** August 24-25, 2013
- Duration:** 60 km; two days of walking; one night of camping
30 km; one day of walking; evening activities
- Info:** 514.393.WALK (9255) / www.endcancer.ca

ABOUT THE WEEKEND:

- The annual Pharmaprix^{MD} Weekend to End Women's Cancers, the largest women's cancers fundraiser in Quebec history, is a two-day 60km walk throughout Montreal.
- 1 in 7 Canadian women will be diagnosed with breast or gynaecologic cancer in their lifetime. In 2012, it is estimated that approximately 5,500 women in Quebec will be diagnosed with breast cancer, and about 1,350 will die from the disease. The Weekend brings together communities of participants, survivors and their supporters for one common goal: to end all women's cancers.
- Walkers will be supported by hundreds of volunteers and crew members, providing meals, water and snack stops, portable restrooms, safety on the course, comprehensive medical services and an overnight campsite complete with tents, hot showers and entertainment.
- 2013 marks the 9th annual Weekend in Montreal. Over the last 8 years, the Weekend has raised more than \$48 million, funding innovative research, treatment, and prevention programs for women's cancers at the Segal Cancer Centre at the Jewish General Hospital.
- Media will find interest in the humanizing stories of Walkers, many of which have been impacted by cancer and are walking for personal, deeply moving reasons.
- Media will also have the opportunity to interview executives, researchers and doctors from The Jewish General Hospital Foundation who can discuss how the funds are being put to immediate use supporting cancer research, treatment and care at the Segal Cancer Centre.

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.

MEDIA CONTACT:

Lauren Scott
Public Relations Coordinator
Mobile: 514.929.9255
lscott@endcancer.ca