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**Canada Goes Pink for a Day**

***Second edition of National Wear it Pink Day helps raise awareness about the fight against all women's cancers and the Shoppers Drug Mart Weekend to End Women's Cancers benefiting the Alberta Cancer Foundation***

**Calgary, January 26, 2011** - Across the country people are wearing pink in support of the Shoppers Drug Mart Weekend to End Women's Cancers.

The second edition of National Wear it Pink Day is designed to spread the commitment action against cancers that will affect one in seven Canadian women in their lifetime.

The Shoppers Drug Mart Weekend to End Women's Cancers, which takes place on July 23 and 24, 2011 in Calgary, brings together hundreds of Alberta women committed to progress in preventing and curing breast and gynaecologic cancers.

To date, the Weekend has allowed the Alberta Cancer Foundation to invest more than \$24 million in research, prevention and screening programs for women's cancers over six years.

*"I want to thank everyone who took part in National Wear it Pink Day. The Weekend is one of the most impactful fundraising programs we've ever had," said Linda Mickelson, CEO of the Alberta Cancer Foundation. "This event is saving people's lives. Join me on the 2011 walk to keep the momentum going. Let's make this Weekend matter!"*

Weekend funds have supported critical research at the Cross Cancer Institute in Edmonton, the Tom Baker Cancer Centre in Calgary and the University of Lethbridge. It also made it possible for the Alberta Cancer Foundation to purchase two mobile screening facilities that offer greater accessibility to mammograms using the latest digital technology for approximately 25,000 women in more than 100 rural communities in Alberta every year.

*I have walked in the Weekend for the last 4 years," said Brandi Bedson. "Today I proudly wear it pink in honour of all those who have been touched by women's cancers. I'm registered for 2011 and ask you to sign-up today! Please help me make this Weekend matter and join me in the fight to end all women's cancers.*

For more info on the Shoppers Drug Mart Weekend to End Women's Cancers and to register or donate to the event please visit [www.endcancer.ca](http://www.endcancer.ca)

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## About Alberta Cancer Foundation

The Alberta Cancer Foundation is Alberta's own. It was established to advance cancer research and support Alberta's 17 cancer centres including the Cross Cancer Institute in Edmonton and Tom Baker Cancer Centre in Calgary. At the Alberta Cancer Foundation, we believe a cancer-free future is both possible and inevitable. When we get there, depends on the focus and energy we put to it today.

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