



- What:** Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting Alberta Cancer Foundation
- When:** July 23-24, 2011
- Where:** Calgary
- Distance:** 60 km; two-days including one night of camping
30 km; one-day of walking, evening activities
- Get involved:** 877.394.WALK (9255) / www.endcancer.ca

What is The Shoppers Drug Mart Weekend to End Women's Cancers?

- Shoppers Drug Mart® Weekend to End Women's Cancers™ is a two-day, 60 kilometre walk, to benefit the Alberta Cancer Foundation. 2011 will mark the seventh Weekend in Calgary.
- The funds raised will support life-saving cancer research and care right here in Calgary at the Tom Baker Cancer Centre.
- In 2010, The Weekend to End Breast Cancer has been renamed The Weekend to End Women's Cancers. As research suggests a linkage between breast cancer and other cancers such as ovarian, the Weekend realized the need to expand and broaden the focus of the event to impact all women's cancers.
- Thousands of women and men will unite in Calgary July 23-24, 2011 to walk 60 kilometres in a heroic display in the fight to end breast cancer and other women's cancers.
- Prior to this event, the Alberta Cancer Foundation could only provide approximately \$300,000 annually for breast cancer research in Alberta. Thanks to outstanding support from participants and donors, the Weekend funding has resulted in the investment of over **\$21 million** in breast cancer research and programming in just five years.
- In 2009, 8,200 new cases of women's cancers such as cervical, endometrial and ovarian were diagnosed in Canada; one in nine Canadian women will be diagnosed with breast cancer in her lifetime.
- The Weekend in Calgary begins with Opening Ceremonies on Saturday morning, July 23 and finishes with Closing Ceremonies, Sunday, July 24. Thousands of Walkers will cover approximately 30 kilometres each day, traveling at their own pace.
- The Walkers are supported by hundreds of Volunteers and Crew Members who provide meals, water and snack stops, gear transport, portable restrooms, safety on the streets, comprehensive medical services and an overnight campsite complete with tents and hot showers.
- For more information on the event please go to www.endcancer.ca or call 877.394.WALK (9255).

About Alberta Cancer Foundation

The Alberta Cancer Foundation is the charitable foundation of the Tom Baker Cancer Centre in Calgary, the Cross Cancer Institute in Edmonton and 15 other cancer centres throughout Alberta. The Foundation supports world-class cancer research, province-wide prevention and screening initiatives and cancer programs that benefit all Albertans.

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