



## Local Resident Taking Personal Steps to End Cancer Women's Cancers!

### *A Weekend Dedicated to Curing One and All*

**[[City]; [Date]] - [Name]** \_\_\_\_\_ of **[Town]** \_\_\_\_\_ is fighting breast cancer, by participating in **Shoppers Drug Mart® Weekend to End Women's Cancers™** benefiting **Alberta Cancer Foundation**. **She/he** will join thousands of other courageous and committed women and men July 23- 24, 2011 in either two day 60 kilometer or one day 30 kilometer walk through Calgary to raise funds for breast and gynecologic cancers.

One in nine Canadian women will be diagnosed with breast cancer in her lifetime; **(Name)** \_\_\_\_\_ makes the bold commitment to end women's cancers by participating in The Weekend to End Women's Cancers. **She/he** is walking 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? 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 chance you will have of relating to a reader who has also been impacted by women's cancers, and who may now want to join the event. **Keep your story to a paragraph at most so your release remains concise.**)*

This is the seventh annual Weekend to End Women's Cancers walk in Alberta. Monies raised finance breast cancer initiatives, improve treatment and develop prevention programs, as well as support the fight against gynecologic cancers.

During the entire weekend, various pit stops will be set-up alongside the route where walkers can rest, stretch, hydrate and grab a little snack between meals. Portable restrooms will be available as well. Volunteers and crew members ensure safety on the course and provide comprehensive medical services. They will also manage and set-up an overnight campsite complete with tents, hot showers and entertainment

For greater impact, **[Name]** \_\_\_\_\_, has set a personal fundraising goal of \$\_\_\_\_\_. To help **her/him** reach this goal, visit [endcancer.ca](http://endcancer.ca) to make a donation online or call 877-394-WALK (9255).

For more information or to register visit [endcancer.ca](http://endcancer.ca) or call 877-394-WALK (9255).

### **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 not just possible, it's inevitable. When we get there, depends on the focus and energy we put to it today.

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*For information about Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting Alberta Cancer Foundation, please contact:*

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