



## Local Resident embarks on bold journey to End Women's Cancers

**[[City]; [Date]] - [Name]** \_\_\_\_\_ of **[Town]** \_\_\_\_\_ is taking personal steps to fight breast and gynecologic cancers by participating in **Shoppers Drug Mart® Weekend to End Women's Cancers™** benefiting **Alberta Cancer Foundation**. During the weekend of July 23-24, 2011, **she/he** will be joined by thousands of men & women who share the desire to make a powerful stand against breast and gynecologic cancers. They will walk either 30 or 60km through Calgary to raise awareness for the disease and funds for the Alberta Cancer Foundation.

One in seven Canadian women will be diagnosed with breast or gynecologic cancer in their lifetime, **(Name)** \_\_\_\_\_ rightly viewed the Weekend to End Women's Cancers as a call to action. **She/he** is walking because she/he can and 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? How does cancer make you feel? Try and 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 readers will relate. Try to keep your story to a paragraph at most so your message remains concise.)*

This is the seventh annual **Shoppers Drug Mart® Weekend to End Women's Cancers™** in **Alberta**. Formally known as The Weekend to End Breast Cancer, the name was changed in 2009 to encompass funds raised which will now benefit all women's cancers. Across Canada this year, an estimated 8,200 new cases of gynecologic cancers will be diagnosed. While Weekend funds continue to support innovative research, treatments and prevention programs for breast cancer, proceeds now also finance discoveries to better treat gynecologic cancers such as ovarian, uterine, cervical, and vulvar cancers.

Throughout their journey, Walkers will be supported by hundreds of volunteers and crew members, providing them with food & hydration, portable restrooms, safety on the road, comprehensive medical services and an overnight campsite complete with tents and hot showers.

**[Name]** \_\_\_\_\_ has set **him/herself** a goal of \$\_\_\_\_\_. To help **her/him** reach this goal, or to take part in this life-changing journey, visit [www.endcancer.ca](http://www.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 Cancer benefiting Alberta Cancer Foundation, please contact:*

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