



## **Hometown Press – Instructions**

Thank you for joining **Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting Alberta Cancer Foundation!** You are embarking on a life-changing journey that will save lives by raising money for critical breast and gynecologic cancer research and care in your region. In the coming months, you will reach out to friends, family, and colleagues for donations. You will train and talk about your commitment to END women's cancers.

These conversations lend as much to the fight against breast and gynecologic cancers as fundraising. Raising awareness for women's cancer programs supported by the Alberta Cancer Foundation is as crucial as raising money because it is a constant reminder of the importance of the cause.

Once you've told your friends and family about your involvement in this amazing event, why stop there? Share your story with your community! Let your local media learn how you are paying tribute to cancer patient journeys by meeting challenges, both physically and mentally. You are setting goals, whether they are in fundraising or training, and you are meeting them! Your local media want to know that you are boldly fighting a disease which affects one in seven Canadian women and touches many of their readers.

Attached are two templates of a *press release* with which to wage your battle. Choose the appropriate one and personalize it. Both outline the event and give the publication (and thus, its readers) a means to contact the Weekend, should they be interested in participating, volunteering, or donating to you to support the cause. There is plenty of room for you to describe your specific reasons for participation, and that's the best part! Convey your story, be passionate, be inspiring, be bold! Inspire readers to listen, read, and be moved to support you and your Weekend journey. Remember newspaper space is limited, so it is important to keep your personal story brief - a few paragraphs will do - so that everything can be included.

Once you have filled out the *press release*, email or fax it to the news desks of your local papers.

If you need contact information for local media, please email Borjana Slipicevic at [bslipicevic@endcancer.ca](mailto:bslipicevic@endcancer.ca).

Please let Borjana know if your story is published so she may retrieve a copy.

Thank you for your ongoing support,

Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting the Alberta Cancer Foundation

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