



The Princess Margaret
Hospital Foundation
University Health Network

NEWS RELEASE

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The Princess Margaret unveils the World's Greatest Home Lottery 2008 for Cancer Research

Toronto, Ontario: The Princess Margaret Hospital Foundation officially unveiled its 2008 Princess Margaret Home Lottery for Cancer Research today, "the World's Greatest".

"The Princess Margaret Home Lottery for Cancer Research has 10 grand prizes including fully furnished and decorated grand prize showhomes built by Greenpark that will open for public viewing 7 days a week beginning Saturday, February 9. "This year's grand prizes are spectacular and include two side-by-side \$2.2 million showhomes in Woodbridge and all the homes come with a Mercedes-Benz in the driveway. We encourage everyone to visit them, see what they can win and vote for their favourites online." commented Paul Alofs, President & CEO of The Princess Margaret Hospital Foundation.

The Princess Margaret Home Lottery is hugely popular, eagerly anticipated and has a tradition of selling out early. "Our supporters love to tour the beautiful grand prize showhomes, purchase their tickets and imagine being handed the keys to a brand new home which they can choose to live in or sell and enjoy the proceeds." adds Alofs.

Since 1996, the lotteries have generated **over \$166 million** in undesignated funding for cancer research programs at Princess Margaret Hospital, one of the top 5 cancer research hospitals in the world.

"The Princess Margaret Home Lottery is critically important to the cancer research taking place at The Princess Margaret," said Dr. Benjamin Neel, Director of the Ontario Cancer Institute at Princess Margaret Hospital. "With the funding we receive from ticket sales we are able to advance our understanding of many forms of cancer. This work is leading to important new therapies that are more targeted, less toxic, and in the end helps save more lives." Dr Neel.

For supporters who purchase their lottery tickets prior to the Early Bird Ticket Sales Deadline of April 17th, there is the additional bonus of a chance to win the Early Bird Cottage Prize, a fully furnished cottage complete with private boat slip located in the Kawartha Lakes, built by The Kaitlin Group and valued over \$590,000. Other prizes include the latest in hot new vehicles, worldwide vacations, leisure and home electronics prizes.

Full details and descriptions of all 34,555 prizes can be found in the lottery brochure, which is being delivered to households throughout Southern Ontario and online at HelpConquerCancer.ca

About Princess Margaret Hospital

Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, have achieved an international reputation as global leaders in the fight against cancer. The Princess Margaret is one of the top 5 cancer research centres in the world. Princess Margaret Hospital is a member of the University Health Network, which also includes Toronto General Hospital and Toronto Western Hospital. All three are research hospitals affiliated with the University of Toronto. www.uhn.ca

About The Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for breakthrough research, exemplary teaching and compassionate patient care at Princess Margaret Hospital and its research arm, the Ontario Cancer Institute. www.pmf.ca

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