



The Princess Margaret
Hospital Foundation



Joe's Team Swims, Rides, and Runs to Victory, Raising \$611,000 for Cancer Research

(Toronto – July 7, 2008) – On Saturday, July 5, 2008, 290 participants raised \$611,000 for cancer research through Joe's Team triathlon in Muskoka, Ontario. Funds from the event support the head and neck translational research program at The Princess Margaret in Toronto, one of the top five cancer research centres in the world.

Joe's Team was developed by Joe Finley, a patient at The Princess Margaret. After being diagnosed in 2004, Joe made a commitment to participate in and complete a triathlon. For Joe's Team event, participants chose to take part in either the Sprint Triathlon or Duathlon as an individual or as a part of a relay team.

"Joe Finley is a man who has faced adversity head on and has risen above to be a positive example of what the human spirit is capable of," stated Paul Alofs, President and CEO of The Princess Margaret Hospital Foundation, upon hearing about the success of the event. "It is because of people like Joe and the generous donations from Joe's Team, that our doctors and researchers at The Princess Margaret can specialize in ongoing, ground-breaking cancer research that will ultimately lead to the end of cancer."

To find out more about Joe's Team and to see event highlights, please visit www.joesteam.ca.

About Princess Margaret Hospital

Princess Margaret Hospital and its research arm the Ontario Cancer Institute, which now includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute, have achieved an international reputation as one of the top 5 cancer research centres in the world. Princess Margaret Hospital is a member of University Health Network which also includes Toronto General Hospital and Toronto Western Hospital. All three are research hospitals affiliated with the University of Toronto and more information about UHN can be found at www.uhn.ca.

About The Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, exemplary teaching and compassionate care at Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which now includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute. More information about the Foundation can be found at www.pmf.ca

- 30 -

Please contact:

Rebecca Lindström Holohan
Manager, Marketing Communications
The Princess Margaret Hospital Foundation
416-946-2898
rebecca.holohan@pmhf.ca