

June 29, 2009

PMHF today announced the launch of its new 'In Our Lifetime' campaign

The Princess Margaret Hospital Foundation (PMHF) today announced the launch of its new 'In Our Lifetime' campaign, which centres on three commercials that will carry Princess Margaret Hospital's branding in a most creative manner to media outlets across the country.



The Princess Margaret 'In Our Lifetime' commercials, running 90-, 60- and 30-seconds in length, take the brand's creed and bring it to life. The commercials utilize a combination of doctors, nurses, patients, survivors, families, donors and supporters to tell the story of the extraordinary work being done at The Princess Margaret. Using The Verve's 'Bittersweet Symphony' as a soundtrack, specially licensed for use in the commercials, the visuals carry the impactful message. Participants are seen holding signs with simple but effective messages that reflect their personal commitment to The Princess Margaret.

On one incredible day, Sunday, April 19, 2009, over 100 participants, each with their own unique story, gathered at The Princess Margaret in order to create these larger-than-life commercials. From dawn to dusk, crew mingled with patients, doctors, nurses and others in shooting these commercials. A testament to the diligent work of the crew and the patience of all those involved has resulted in three highly emotional and visually arresting commercials.

Created *pro bono* by the outstanding team at Y&R, the commercials are an extension of The Princess Margaret creed, which established the commitment to 'conquer cancer in our lifetime.' Y&R consolidated the vision of The Princess Margaret into prose that beautifully reflects that vision. These commercials take that creed and actualize it.

"This is one cause all of us at Y&R can get behind. It has touched all our lives in some way," stated Chris Jordan, President and CEO of Y&R. "Our strategic approach was to focus on the great momentum in the fight to conquer cancer and PMH's strong role in that progress. They are one of the top 5 cancer research centres in the world and our progress is so compelling that we have put a timeline down - 'we are conquering cancer in our lifetime at The Princess Margaret.'"

Paul Alofs, the President and CEO of The Princess Margaret Hospital Foundation, added his enthusiasm. "For months, the great creative and strategy team at Y&R has worked on a concept to truly tell our story. We have incredible patient stories, plus complex research stories and clinical stories. The stories are moving, emotional and true. Y&R has blown us away with their creative concept for our 'In Our Lifetime' commercials. These commercials really exhibit that a lot can happen in a lifetime."

The commercials are being taken to the media in hopes of finding broadcast partners willing to assist The Princess Margaret in its vision to conquer cancer in our lifetime. Other outlets for screening the commercials are also being pursued. The strategy of The Princess Margaret Hospital Foundation is to have the commercials aired through July, August and beyond.

To view the commercials, visit www.pmf.ca.