

May 27, 2010

## **Canadians Sport Pink in Support of the Fight Against Women's Cancers**

You may see a lot of pink today. That's because, across the country, people are making a statement of support for the fight against women's cancers and the Shoppers Drug Mart Weekend to End Women's Cancers benefiting The Campbell Family Institute at The Princess Margaret by wearing something pink.

Why this? Why now?

**Because one in seven Canadian women will be diagnosed with a woman's cancer (breast or gynaecologic) in her lifetime.**

This is an untenable situation, but there is a way to act beyond simply wearing pink. Visit [www.endcancer.ca](http://www.endcancer.ca) or call 416.815.9255 and register to walk in the Shoppers Drug Mart Weekend to End Women's Cancers or donate to a participant.

"I am so pleased that people sported pink en masse today," said Paul Alofs, CEO of The Princess Margaret Foundation. "Everyone knows someone who has lost a mother, a daughter, a sister or a friend to these horrible diseases. I thank you for wearing pink today and I urge you to visit [www.endcancer.ca](http://www.endcancer.ca) or call to register to walk with us on September 11-12. Each step leads us closer to a cure!"

The Weekend also takes place in Montreal, Ottawa, Calgary, Edmonton and Vancouver. Over its history it has raised over \$200 million for research, treatment and care of women's cancers. With your help, we will conquer women's cancers in our lifetime.

This year it is truly a brand new Weekend! Participants can choose whether the money they raise goes to breast or gynaecologic cancers and can choose between one and two day walking options to accommodate their schedules.

One Weekend truly can make a lifetime of difference— join us in our efforts to Cure One, Cure All. Visit [www.endcancer.ca](http://www.endcancer.ca)

