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The Princess Margaret Hospital Foundation Is One of Canada's 10 Most Admired Corporate Cultures

The Princess Margaret Hospital Foundation is proud to announce that it is a regional winner of the Canada's 10 Most Admired Corporate Cultures™ of 2010 program. Out of 276 eligible nominations and 98 finalists, The Princess Margaret Hospital Foundation was selected as the Not for Profit winner for Central Ontario – an exceptional achievement.

"The Princess Margaret Hospital Foundation is one of North America's most successful social enterprises," says Marty Parker, the president and CEO of Waterstone Human Capital; the founders and presenters of the Canada's 10 Most Admired Corporate Cultures program. "Paul Alofs and his team are passionate, engaged, ambitious and performance-driven – their culture centres around the belief that they are Canada's 'Cancer Warriors' and they are absolutely deserving of being named as a regional winner, in the broader public sector category."

Social enterprise leadership uses an inspired hybrid of private sector strategies, entrepreneurial practices, and cause-based energy for impact and sustainable success. Since 2005, Paul Alofs and his leadership team have been recognized for creating a new model in the social enterprise sector. This new model has driven performance, inspired a new culture and attracted and retained some of the best staff.

"At the very core of our organization is the vision, To Conquer Cancer In Our Lifetime. This vision is based on our 'creed' or statement of beliefs, which directs all of our energy and passion. The creed is a beacon for excellence and unifies all of our aspirations, activities, and ambitions at the Foundation," said Paul Alofs, President and CEO, The Princess Margaret Hospital Foundation. "Our greatest collective and individual reward is found in having a specific, positive and direct impact on the lives of people with cancer. We are committed, proud, and rewarded immensely by the work we do."

The Princess Margaret Hospital Foundation inspires over 750,000 people to support The Princess Margaret, one of the top 5 cancer research centres in the world, either through epic events like The Shoppers Drug Mart® Weekend to End Women's Cancers™, The Enbridge Ride to Conquer Cancer®, the lotteries, major and planned giving, community programs, direct mail as well as hundreds of 3rd party events that take place, every year.

To view the creed, [click here](#)

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. 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 breakthrough 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.

About Canada's 10 Most Admired Corporate Cultures™

Since 2005, the Canada's 10 Most Admired Corporate Cultures™ program has recognized leading Canadian organizations for having a culture that has helped them enhance performance and sustain a competitive advantage. This popular program begins in the spring of each year with the Canadian Corporate Culture Study™ and culminates in regional and national awards events. Canada's 10 Most Admired Corporate Cultures™ is founded and presented by Waterstone Human Capital, a leading professional recruitment, executive search and human resource consulting services firm based in Toronto.
www.canadasmostadmired.com