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2850 Participants Raise \$14 Million in Inaugural Ride to Conquer Cancer

Riders will finish the last 100 kilometres of Canada's most successful cycling fundraiser at scenic Niagara Falls

(Toronto, June 22) – In its inaugural year, The Ride to Conquer Cancer has emerged as Canada's most successful cycling fundraiser. Yesterday, The Princess Margaret announced that 2850 participants from across North America raised \$14 million.

"I have spent most of my clinical career operating on patients who have cancer and I can assure that research has dramatically improved outcomes over the past 20 years," says Dr. Bob Bell, President and CEO, University Health Network. "Because of the support received through the Ride, we can help researchers at Canada's premier cancer research centre find the cures that will make cancer history."

With the launch of The Ride to Conquer Cancer, The Princess Margaret can allocate crucial funds for its research arm, the Ontario Cancer Institute (OCI), which includes The Campbell Family Cancer Research Institute and The Campbell Family Institute for Breast Cancer Research. Dr. Benjamin Neel, Director of The Campbell Family Cancer Research Institute, and Dr. Mary Gospodarowicz, Medical Director of Princess Margaret Hospital Cancer Program, have a clear vision on where the money raised on The Ride to Conquer Cancer will be best utilized.

"I was attracted to Canada because of the unique research being conducted at The Princess Margaret, one of the top 5 cancer research centres in the world," says Dr. Benjamin Neel. "The Princess Margaret is home to 168 scientists who specialize in cancer research. While The Princess Margaret has established world-leading positions in areas such as Cancer Stem Cells, Tumor Hypoxia/metabolism, Radiation Biology and Imaging Physics/Guided Therapeutics, modern cancer research is extremely expensive and labor intensive. To stay at the cutting edge, we need to be able to recruit and retain the best scientists, purchase the most modern equipment, and fund high-risk, high-gain research projects that typically are not supported by other funding agencies."

Although improvements have been made to treat the over 200 types of cancer in the last 20 years, many cancers are still often lethal with lung, pancreatic and ovarian presenting significant treatment challenges. In 2008 alone, there will be an estimated 159,900 new cases of cancer diagnosed in Canada and 72,700 deaths because of cancer.

"We are extremely grateful and appreciate everyone's involvement in The Ride to Conquer Cancer," says Paul Alofs, President and CEO of The Princess Margaret Hospital Foundation. "Thanks to the generous commitment of riders and the support of the public, donors and corporate sponsors, The Princess Margaret has made significant progress in the fight against cancer here in Canada. Our goal is to conquer cancer in our lifetime and with funding from the ride, we are steps closer to making that vision become a reality."

The second annual Ride to Conquer Cancer event is already planned for June 12 to 14, 2009. For more information about the event, or to register as a participant for next year, please contact (416) 815-RIDE (7433), or sign up online at www.conquercancer.ca.

Swiss Chalet is the Presenting sponsor for this first-time event. Gold sponsors include Ford Via Rail, CTV, Jack FM and Globe and Mail. Other official event sponsors and suppliers include Resolve, IBM, EastDell Estates Winery, Steam Whistle Brewery, Sobeys and Coca-Cola.

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 includes The Campbell Family Cancer Research Institute and The Campbell Family Institute for Breast Cancer Research. More information about the Foundation can be found at www.pmf.ca

About Princess Margaret Hospital

Princess Margaret Hospital and its research arm the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Institute for Breast Cancer Research, 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 Campbell Family Cancer Research Institute at Princess Margaret Hospital

The Campbell Family Cancer Research Institute at Princess Margaret Hospital brings together an elite team of cancer researchers, scientists, clinicians and staff dedicated to the ultimate goal of conquering cancer by leveraging basic, translational and clinical research into dramatic cancer breakthroughs. For more information, go to www.campbellfamilyinstitute.ca.

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