

September 22, 2010

Road Hockey to Conquer Cancer Media Launch



When: **Tuesday, September 28, 2010**

Where: **Yonge-Dundas Square**

What: Launch of the greatest road hockey event ever -- **ROAD HOCKEY TO CONQUER CANCER**, benefiting critical cancer research at *Princess Margaret Hospital*

Details: From Dawn to Dusk, this launch of The Princess Margaret's exciting new fundraising event will give attendees full details and a glimpse of the actual mega-event when it is held on Saturday, October 1, 2011.

Highlights:

11:00AM Media Conference
Curtis Joseph (retired NHL star)
Pierre McGuire (TSN commentator)
Scotty Bowman (Honoured Member, Hockey Hall of Fame)
Paul Alofs (President & CEO, PMHF)
Dr. Bob Bell (President & CEO, University Health Network)
Dr. Tony Finelli (prostate surgeon, The Princess Margaret)
Steve Silverstone (Executive Vice President, Boston Pizza)

Media Conference will be followed immediately by a celebrity road hockey game.

CELEBRITY STARS

Curtis Joseph (retired NHL star)
Peter Ing (retired NHL star)
Dennis Maruk (retired NHL star)
Jennifer Botterill (Team Canada)
Tessa Bonhomme (Team Canada)
Jon Gallant (Billy Talent)
Dave Bidini (author, Rheostatics)
Moe Berg (Pursuit of Happiness)
Dave Betts (Honeymoon Suite)
Bryan Potvin (Northern Pikes)
Dave Baksh (The Organ Thieves, ex-Sum41)
Richard Underhill (Shuffle Demons)
Jake Gold (Canadian Idol)
Don Ferguson (Royal Canadian Air Farce)
Phil Pritchard (Keeper of the Stanley Cup)
Valerie Stanois (Rock of Ages)
Yvan Pedneault (Rock of Ages)
Paul Rosen (Team Canada, Paralympics)

MEDIA STARS

Steve Anthony (CP24)
Jaymz Bee (JAZZ-FM)
Howard Berger (The FAN 590)
Stephen Brunt (Globe and Mail)
Mike Bullard (Open Mike, CFRB)
Rick Campanelli (ET Canada)
James Duthie (TSN)
Lance Hornby (Toronto Sun)
Stu Jeffries (Boom 97.3)
Jason Kay (The Hockey News)
Andrew Krystal (The FAN 590)
Darren Osborne (98.1 CHFI)
Darren Pfeiffer (EDGE 102.1)
Cabbie Richards (The SCORE)
Christine Simpson (MSG Network)
Parminder Singh (Hockey Night in Canada, Punjabi)
Jessica Stachiw (CBHA MVP)
Walter Venafro (JAZZ-FM)
Kathryn Padmore (CBHA MVP)
Carlton the Bear (Toronto Maple Leafs)

Celebrity referee: Ray Scapinello (Honoured Member, Hockey Hall of Fame)

National Anthem: Valerie Stanois, Yvan Pedneault (stars of Rock of Ages)

Through the Dawn to Dusk launch of **Road Hockey to Conquer Cancer**, attendees will enjoy continuous road hockey games, interactive games, live music, product sampling, surprise appearances from hockey celebrities and the first opportunity to register for the newest Princess Margaret mega-event, **Road Hockey to Conquer Cancer**.

IT'S HERE...ARE YOU IN?!?

www.teamuptoconquercancer.ca

1-877-541-I'M IN (4646)

For further information, contact:

Kevin Shea

Manager, Public Relations

Princess Margaret Hospital Foundation

416-946-2898

Kevin.shea@pmhf.ca