



## ***A Weekend Dedicated to Curing One and All***

**(CITY, DATE) – (Name)** \_\_\_\_\_ of **(Town)** \_\_\_\_\_ is fighting breast cancer, one step at a time, by participating in The Pharmaprix<sup>MC</sup> Weekend to End Women's Cancers™ benefiting the Segal Cancer Centre at the Jewish General Hospital.

From August 27-28, 2011, Montreal's streets will be taken by storm by thousands of courageous women and men, who courageously set out to walk either 30 or 60 kilometres in the fight against breast cancer.

In 2010, an estimated 6,100 cases of breast cancer occurred in Quebec. One in nine Canadian women will be diagnosed with breast cancer in her lifetime; **(Name)** \_\_\_\_\_ makes the bold commitment to end this disease by participating in The Pharmaprix<sup>MC</sup> Weekend to End Women's Cancers™. **She/he** is walking because...*(Here is where you insert your personal story. Briefly explain why you signed up and what's your inspiration. How has cancer affected you? Empower others to sign up or support your journey. The more personal, and the more genuine emotion you can display in this section, the better chance newspaper readers will relate. **Keep your story to a paragraph at most so your message remains concise.**)*

This is the seventh annual Pharmaprix<sup>MC</sup> Weekend to End Women's Cancers™ in Montreal. Monies raised finance breast cancer initiatives, improve treatment and develop prevention programs, as well as support the fight against gynecologic cancers.

During the entire weekend, various pit stops will be set-up alongside the route where walkers can rest, stretch, hydrate and grab a little snack between meals. Portable restrooms will be available as well. Volunteers and crew members ensure safety on the course and provide comprehensive medical services. They will also manage and set-up an overnight campsite complete with tents, hot showers and entertainment.

For greater impact, **(Name)** \_\_\_\_\_ **(participant ID number)** \_\_\_\_\_ has set **him/herself** a goal of \$ \_\_\_\_\_. To help **her/him** reach this goal, or to take part in this life-changing journey, visit [www.endcancer.ca](http://www.endcancer.ca) or call 514.393.WALK (9255).

### **About the Segal Cancer Centre**

The Segal Cancer Centre is a Quebec leader in implementing a focused and comprehensive approach to fighting cancer through medical treatment, patient care, family support and scientific research. A wide array of interrelated services are grouped in close proximity to one another, including screening and prevention, nutrition and rehabilitation, psychosocial support, symptom management, and public information. This integrated approach is considered by leading international medical experts to be one of the most effective and promising strategies in battling cancer.

### **About the Jewish General Hospital**

Now in its landmark 75<sup>th</sup> year of providing *Care for All*, the Jewish General Hospital has been a mainstay of superior medical treatment for many generations of patients from all backgrounds in Montreal, throughout Quebec and beyond. Drawing on its expertise and experience as one of the

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province's largest and busiest acute-care hospitals, the JGH is committed to improving the level of care for all Quebecers through close collaboration with the government and its healthcare network. In this anniversary year, the Jewish General Hospital has also redoubled its commitment to ensuring that patients receive care of the highest quality in a clean, safe environment. The JGH has been able to deliver these pioneering and innovative services by strengthening its role as a McGill University teaching hospital, expanding and upgrading its facilities, and pursuing cutting-edge studies at the Lady Davis Institute for Medical Research. For more, please visit [jgh.ca](http://jgh.ca).

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*For information about the Pharmaprix<sup>MC</sup> Weekend to End Women's Cancers benefiting the Segal Cancer Centre at the Jewish General Hospital, please contact:*

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