



FOR IMMEDIATE RELEASE

Natasha MacDonald  
Communications Coordinator  
514-929-9255  
[nmacdonald@endcancer.ca](mailto:nmacdonald@endcancer.ca)

## Canada Goes Pink for a Day

Second edition of National Wear it Pink Day helps raise awareness about the fight against all women's cancers and the Pharmaprix Weekend to End Women's Cancers benefiting the Jewish General Hospital

(January 26<sup>th</sup>, Montreal) – Across the country people donned pink today to show their support for the fight against women's cancers and for the Pharmaprix Weekend to End Women's Cancers.

This was the second edition of National Wear it Pink Day.

"Women's cancers," a term used to denote breast and gynecologic cancers, are incredibly pervasive in this country as one in seven Canadian women will be diagnosed with a woman's cancer in her lifetime.

The Pharmaprix Weekend to End Women's Cancers, which takes place August 27<sup>th</sup> and 28<sup>th</sup>, is a vehicle to carry on the fight. To date it has raised more than \$41 million.

*"I want to thank everyone who took part in National Wear it Pink Day. There's no doubt that the Weekend is an important event and has had an enormous impact on the lives of so many,"* said Alexis Gaipman of the Jewish General Hospital Foundation. *"Join me in 2011 for the 7th edition of this incredible event."*

Monies raised have been used to fund innovative research, treatment, and prevention programs for breast cancer at the Segal Cancer Centre. Proceeds also finance new

discoveries to better treat gynecologic cancers such as ovarian, cervical, uterine, endometrial, and vaginal.

*"I have walked in the Weekend for the last 2 years", said Virginia Champoux. "Today I proudly wear pink in honour of all those who have been touched by women's cancers. I'm registered for 2011 and ask you to sign-up today! Please help me make this Weekend matter and join me in the fight to end all women's cancers."*

For more info on The Pharmaprix Weekend to End Women's Cancers and to register or donate to the event, please visit [www.endcancer.ca](http://www.endcancer.ca) or call 514-393-9255.

**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**

Since 1934, the Jewish General Hospital has been a mainstay of superior medical care for generations of patients of all backgrounds. One of Quebec's largest and busiest acute-care hospitals, the JGH is committed to improving the quality of healthcare for all Quebecers in partnership with the provincial healthcare network. Moreover, The Jewish General Hospital has redoubled its commitment providing patients the best possible care in a clean, safe and human-centered environment. The JGH is able to deliver these pioneering, innovative medical services by strengthening its role as a McGill University teaching hospital, by expanding and upgrading its facilities, and by pursuing cutting-edge research at the Lady Davis Institute for Medical Research. **Website: [jgh.ca](http://jgh.ca)**