



**Shoppers Drug Mart OneWalk to Conquer Cancer benefiting Princess Margaret Cancer Centre
Media Fact Sheet**

What: The Shoppers Drug Mart® OneWalk to Conquer Cancer benefiting Princess Margaret Cancer Centre
Where: Toronto
When: September 12, 2015
Duration: 25KM; one day of walking; evening activities
Info: 416.815.9255(WALK)/www.onewalk.ca

ABOUT ONEWALK:

- The Shoppers Drug Mart OneWalk to Conquer Cancer will be a 25-kilometre walk through iconic streets and communities of Toronto and an inspiring festival experience in one day, to raise vital funds for Princess Margaret Cancer Centre and help conquer all forms of cancer.
- An estimated two in five Canadians will develop cancer in their lifetimes, and one in four will die from it. In 2015, approximately 96,400 Canadian women and 100,500 men will be diagnosed with cancer. OneWalk to Conquer Cancer brings together communities of participants, survivors and their supporters for one common goal: to conquer cancer in this lifetime.
- Funds raised through The Shoppers Drug Mart OneWalk to Conquer Cancer support Personalized Cancer Medicine at the Princess Margaret Cancer Centre, which enables our world-leading clinicians and researchers to detect cancers earlier, diagnose with more precision, target treatment for each patient and support patients and their families throughout the cancer journey.
- 2015 marks the first annual OneWalk to Conquer Cancer in Toronto. Since 2003, over 50,000 walkers have raised more than \$148 million for Personalized Cancer Medicine, funding innovative research, treatment, and care for women's cancers at Princess Margaret Cancer Centre.
- Walkers can continue to raise funds to help end women's cancers such as breast or gynecologic cancers, and funds raised will continue to support the clinical enhancements, survivorship programs and research of Dr. Tak Mak and his teams at Princess Margaret Cancer Centre. In addition, OneWalk will enable those who've been impacted by other cancers to raise funds and support other world-leading doctors and researchers at Princess Margaret Cancer Centre.
- Walkers will be supported by hundreds of volunteers and crew members, providing meals, water and snack stops, portable restrooms, safety on the course, comprehensive medical services and an evening festival complete with activities and entertainment.
- Media will find interest in the humanizing stories of Walkers, many of which have been impacted by cancer and are walking for personal, deeply moving reasons. Media will also have the opportunity to interview executives, researchers and doctors from The Princess Margaret who can discuss how the funds are being put to immediate use supporting cancer research, treatment and care at Princess Margaret Cancer Centre.

About Princess Margaret Cancer Centre: Princess Margaret Cancer Centre has achieved an international reputation as a global leader in the fight against cancer and delivering personalized cancer medicine. The Princess Margaret, one of the top 5 international cancer research centres, is a member of the University Health Network, which also includes Toronto General Hospital, Toronto Western Hospital and Toronto Rehabilitation Institute. All are research hospitals affiliated with the University of Toronto. For more information, visit www.theprincessmargaret.ca.

About The Campbell Family Cancer Research Institute at Princess Margaret Cancer Centre: The Campbell Family Cancer Research Institute at Princess Margaret Cancer Centre 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.

About The Princess Margaret Cancer Foundation: The Princess Margaret Cancer Foundation raises funds for Personalized Cancer Medicine at Princess Margaret Cancer Centre and its research arm, the Ontario Cancer Institute, which 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.thepmcf.ca.

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