



The Rexall OneWalk to Conquer Cancer benefiting Princess Margaret Cancer Centre Media Fact Sheet

What: The Rexall OneWalk to Conquer Cancer benefiting Princess Margaret Cancer Centre
Where: Toronto
When: September 9, 2017
Duration: 15KM, 25KM or 40KM, one day of walking; evening activities
Info: 416.815.9255(WALK)/www.onewalk.ca

ABOUT ONEWALK:

- The Rexall OneWalk to Conquer Cancer is a 15KM, 25KM or 40KM 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 one in two Canadians will develop cancer in their lifetimes, and one in four will die from it. In 2017, an estimated 206,200 new cases of cancer and 80,800 cancer deaths will occur Canada. The Rexall 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 Rexall OneWalk to Conquer Cancer support Personalized Cancer Medicine at the Princess Margaret Cancer Centre, one of the top five cancer research centres in the world. This support 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.
- The 2016 Rexall OneWalk to Conquer Cancer raised \$6.5 million. Since 2003, supporters of The Princess Margaret have walked to help conquer cancer in all its forms. To date over \$162 million has been raised. 2017 marks 15 years of walking to conquer cancer.
- The Rexall OneWalk to Conquer Cancer is The Princess Margaret's next generation fundraiser. With OneWalk, you choose to fundraise as a team or individually and designate the fundraising dollars to the cancer that matters most to you.
- When a participant registers, they select a cancer fund that their dollars raised will support, such as: *Discovery Research, Breast, Gynaecologic, Lung, Gastrointestinal, Hepatobiliary, Genitourinary, Blood Cancers, Endocrine, Skin Cancer and Melanoma, Head and Neck Cancers, Central Nervous System Cancers, Brain and Eye Cancer, Sarcoma, Childhood Cancers, Supportive Care, Patient Education and Radiation Medicine.*
- The Princess Margaret has the largest cancer research and clinical program in Canada. As global leaders in cancer care, The Princess Margaret has the expertise to treat over 200 types of cancers, including the rarest forms of the disease. The Princess Margaret has a rich history of research excellence, discovery and innovation. Every day, oncologists at The Princess Margaret combine clinical strength with the research expertise of The Campbell Family Cancer Research Institute to deliver breakthrough cancer research, treatments and patient-centred care.
- Participants are supported by hundreds of volunteers and crewmembers, providing meals, water and snack stops, portable restrooms, safety on the course, comprehensive medical services and an evening festival complete with activities and entertainment.

About Princess Margaret Cancer Centre

The 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 cancer research centres in the world, is a member of the University Health Network, which also includes Toronto General and Toronto Western Hospitals, Toronto Rehabilitation Institute and The Michener Institute for Education at UHN. University Health Network is a research hospital affiliated with the University of Toronto. www.theprincessmargaret.ca

About The Princess Margaret Cancer Foundation

The Princess Margaret Cancer Foundation at University Health Network is raising funds to lead the way in Personalized Cancer Medicine at the Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world, which includes The Campbell Family Cancer Research Institute and The Campbell Family Institute for Breast Cancer Research. www.thepmcf.ca

About University Health Network

University Health Network includes Toronto General and Toronto Western Hospitals, the Princess Margaret Cancer Centre, Toronto Rehabilitation Institute, and The Michener Institute for Education at UHN. The scope of research and complexity of cases at University Health Network has made it a national and international source for discovery, education and patient care. It has the largest hospital-based research program in Canada, with major research in cardiology, transplantation, neurosciences, oncology, surgical innovation, infectious diseases, genomic medicine and rehabilitation medicine. University Health Network is a research hospital affiliated with the University of Toronto. www.uhn.ca

MEDIA CONTACT:

Leviana Coccia
Communications Manager
Mobile: 416.577.9255
lcoccia@causeforce.com