



- What:** Shoppers Drug Mart® Weekend to End Women's Cancers™ benefiting the Alberta Cancer Foundation
- When:** July 21-22, 2012
- Where:** Calgary
- Distance:** 60 km; two days including one night of camping  
30 km; one night of camping, evening activities
- Get involved:** (877) 394-WALK (9255) / [www.endcancer.ca](http://www.endcancer.ca)

#### What is The Shoppers Drug Mart Weekend to End Women's Cancers?

- Shoppers Drug Mart® Weekend to End Women's Cancers™ is a two day, 60 kilometre walk, to benefit the Alberta Cancer Foundation. 2012 will mark the eighth Weekend in Calgary.
- Funds raised support live-saving cancer research, prevention, screening and care throughout Alberta including the Tom Baker Cancer Centre in Calgary, the Cross Cancer Institute in Edmonton, and 15 other cancer centres across the province.
- In 2010, the Weekend to End Breast Cancer was renamed The Weekend to End Women's Cancers. As research suggests a linkage between breast cancer and other cancers such as ovarian, the Weekend realized the need to expand and broaden the focus of the event to impact all women's cancers.
- Thousands of women and men will unite in Calgary July 21-22, 2012 to walk 60 kilometres in a heroic display in the fight to end breast cancer and other women's cancers.
- Over 8 years, the Weekend has raised \$47 million for cancer research, treatment and care thanks to outstanding support from participants and donors.
- Prior to this event, the Alberta Cancer Foundation could only provide approximately \$300,000 annually for breast cancer research in Alberta.
- In 2009, 8,200 new cases of women's cancers such as cervical, endometrial and ovarian were diagnosed in Canada; one in nine Canadian women will be diagnosed with breast cancer in her lifetime.
- The Weekend in Calgary begins with Opening Ceremonies on Saturday morning, July 21 and finishes with Closing Ceremonies, Sunday, July 22. Thousands of Walkers will cover approximately 30 kilometres each day, traveling at their own pace.
- The Walkers are supported by hundreds of Volunteers and Crew Members who provide meals, water and snack stops, gear transport, portable restrooms, safety on the streets, comprehensive medical services and an overnight campsite complete with tents and hot showers.
- For more information on the event please go to [www.endcancer.ca](http://www.endcancer.ca) or call (877) 394-WALK (9255).

#### About Alberta Cancer Foundation

The Alberta Cancer Foundation is Alberta's own. It was established to advance cancer research province-wide and directly support Alberta's 17 cancer centres, including the Cross Cancer Institute and Tom Baker Cancer Centre.

At the Alberta Cancer Foundation, we act on the knowledge a cancer-free future is achievable and when we get there depends on the focus and energy we put to it today.

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