



People Across Canada Don Cycling Gear for 'Gear Up Day' in Support of The Enbridge Ride to Conquer Cancer

Canada-wide display of unity shows support for the fight to conquer cancer

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FOR IMMEDIATE RELEASE

(Toronto, October 6) – Canadians from coast to coast donned cycling gear today to show support for The Enbridge Ride to Conquer Cancer. Dubbed 'Gear Up Day,' the event was a symbolic gesture meant to illustrate that we can conquer cancer if we come together.

"I truly thank everyone who got involved and supported 'Gear Up Day' today," said Paul Alofs, President and CEO of The Princess Margaret Hospital Foundation. "With 45 per cent of Canadian men and 40 per cent of Canadian women developing cancer in their lifetime, I urge you to visit www.conquercancer.ca or call 877.699.BIKE to help us conquer cancer in our lifetime. Register today and ride with us in June!"

The Enbridge Ride to Conquer Cancer is the most impactful cycling fundraiser in Canadian history. In Toronto, the event has raised over \$44 million in only three years.

This year, The Enbridge Ride to Conquer Cancer takes place on June 11-12, 2011, with the 200 km or 200 mile route taking cyclists from Toronto to Niagara Falls.

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About The Campbell Family Cancer Research Institute at Princess Margaret Hospital

The Campbell Family Cancer Research Institute at Princess Margaret Hospital 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

Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute, have achieved an international reputation as one of the top 5 cancer research centres in the world. Princess Margaret Hospital is a member of University Health Network which also includes Toronto General Hospital and Toronto Western Hospital. All three are research hospitals affiliated with the University of Toronto and more information about UHN can be found at www.uhn.ca.

About The Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, exemplary teaching and compassionate care at Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Cancer Institute. More information about the Foundation can be found at www.pmf.ca.