

NEWS RELEASE

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February 10, 2005

The Princess Margaret Hospital Foundation Home Lottery 2005 OUR MOST VALUABLE GRAND PRIZE EVER: \$2.35 MILLION “MANSION”

Toronto, Ontario: The Princess Margaret Hospital Foundation today opened its most valuable grand prize showhome ever and officially launched its eighteenth lottery: **The Princess Margaret Hospital Foundation Home Lottery 2005** to raise funds for crucial cancer research programs at Princess Margaret Hospital.

Since 1996, The Princess Margaret Hospital Foundation's lotteries have raised \$120 million to support cancer research at Princess Margaret Hospital, Canada's largest hospital and research facility devoted exclusively to the treatment of cancer.

The prize package for Home Lottery 2005 is headlined with an amazing 7,760 sq. ft. \$2.35 million custom-built showhome located in an exclusive gated community in Toronto. The showhome, located in Thornhill and built by Greenpark is one of eleven fully furnished and professionally decorated Showhomes to be given away. Virtual tours of the showhomes are available at www.helpconquercancer.ca.

"The Princess Margaret Hospital Foundation Home Lottery is Ontario's Biggest and Best home lottery and consistently offers the richest prize package. We are proud of the tremendous support our lottery programs generate. Ticket purchasers have an excellent chance to win luxurious prizes while helping research into one of the most devastating diseases," said Foundation President and CEO, Paul Alofs.

Research has shown that detecting cancer early increases the cure rate. Proceeds from Home Lottery 2005 will support the work of the Advanced Cancer Diagnostics team at Princess Margaret Hospital. This team brings together experts in physics, chemistry, biology, medicine and pathology who will work to find new tools to predict cancer, detect cancer and classify cancer to determine the best treatment options.

The Princess Margaret Hospital Foundation Home Lottery 2005 features over \$14 million in prizes, including 10 Grand Prize Showhomes from award-winning builders, Greenpark and Monarch. There is **an Early Bird “Cottage Country” Prize Package that features a resort home in Collingwood built by The Kaitlin Group which comes complete with 2005 Porsche Cayenne, 18ft Stingray Sport boat, \$30,000 Cash and 4 Seasons Passes for Blue Mountain** plus thousands of other exciting vehicles, boats and RVs; worldwide vacations, sport, leisure and home electronics prizes. A total of 23,006 prizes will be awarded. Chances of winning a prize are: 1 in 15.

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Full details and descriptions of all 23,006 prizes can be found in the colourful lottery brochure, which will be delivered to households throughout Southern Ontario beginning February 11 and online at www.helpconquercancer.ca. The Early Bird Draw date is May 3, 2005. The Final Draw date (if needed) is June 1, 2005.

Princess Margaret Hospital and its research arm, Ontario Cancer Institute, have achieved an international reputation as global leaders in the fight against cancer. Princess Margaret Hospital is a member of University Health Network, which also includes Toronto General Hospital and Toronto Western Hospital. All three are teaching hospitals affiliated with the University of Toronto. For more information please visit us at www.uhn.ca.

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