



The Princess Margaret
Hospital Foundation
University Health Network

MEDIA RELEASE

One Family's Fight against Cancer Creates a Tangible Symbol of Hope – the “c.cure.ity blanket”

Proceeds to support cancer research, patient education and care at Princess Margaret Hospital

(TORONTO – Dec.12, 2006) The Princess Margaret Hospital Foundation is launching the limited edition c.cure.ity blanket, a symbol of hope created from one family's fight against cancer, to help raise cancer awareness and fund cancer research, patient education and care at Princess Margaret Hospital, Canada's leading cancer research hospital.

“The secret to early detection is public awareness, annual checkups, screening and [watching for] symptoms,” says breast cancer survivor Mary Chiarot. “We need to find out and do more through preventive medicine against this disease.”

The c.cure.ity blanket is a quilt project that began with Mary and her son, Cameron, manager of research and development operations at the Ontario Cancer Institute, the research arm of Princess Margaret Hospital. They decided to build cancer awareness while providing the love, comfort, and warmth that comes from a childhood security blanket.

The c.cure.ity blanket incorporates the 26 different coloured ribbons people wear to support a form of cancer. With a square for each one, the result is a single-bed sized quilt with 233 ribbons.

“Quilts are comforting and provide love and care in their own unique way. They can also be made to represent just about any idea imaginable,” says Mary.

The c.cure.ity blanket can be purchased through The Princess Margaret Hospital Foundation's online store at www.pmf.ca and retails for \$150 (plus shipping and handling and taxes). You can also purchase the quilt until Dec. 20 at the Foundation desk located in Princess Margaret Hospital's main atrium, Monday to Friday from 8 a.m. to 2 p.m.

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, education and the enhancement of patient care at Canada's leading cancer research hospital, Princess Margaret Hospital and its research arm, the Ontario Cancer Institute. For more information, please visit us at www.pmf.ca. University Health Network consists of Princess Margaret, Toronto General and Toronto Western Hospitals, and is a teaching hospital affiliated with the University of Toronto.

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