



The Princess Margaret  
Hospital Foundation  
University Health Network

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Princess Margaret Hospital 2007 Home Lottery for Cancer Research offers a \$3.2 Million Grand Prize**

**Toronto, Ontario:** The Princess Margaret Hospital Foundation officially launched its 2007 Princess Margaret Hospital Home Lottery for Cancer Research today with the unveiling of its most valuable Grand Prize ever – a \$3.2 million, 8,150 square foot custom home built by Greenpark and viewed as “The World’s Greatest Grand Prize Showhome”. This spectacular home is one of ten fully furnished and professionally decorated showhomes to be given away complete with a Mercedes-Benz in every driveway.

“The Princess Margaret Hospital Home Lottery for Cancer Research is unparalleled in terms of the unique and exciting prizes offered and the tremendous value to the consumer;” commented Paul Alofs, President & CEO of The Princess Margaret Hospital Foundation. “Home Lottery is hugely popular, eagerly anticipated and sells out quickly. Our supporters love to tour the beautiful grand prize showhomes, purchase their tickets and imagine being handed the keys to a brand new home which they can choose to live in or sell and enjoy the proceeds tax free.” Alofs added.

Proceeds from the Princess Margaret Hospital 2007 Home Lottery will support groundbreaking cancer research such as that of Dr. Patricia Shaw and her team whose goal is to identify the patterns in ovarian cancer that will lead to early detection and better treatments.

For supporters who purchase their lottery tickets prior to the Early Bird Ticket Sales Deadline of April 19<sup>th</sup>, there is the additional bonus of a chance to win the Early Bird Lakefront Cottage Country Prize, a fully furnished waterfront property complete with private boat slip located in the Kawartha Lakes, built by The Kaitlin Group and valued over \$650,000. Other prizes include luxury vehicles, worldwide vacations, leisure and home electronics prizes.

Full details and descriptions of all 34,509 prizes can be found in the lottery brochure, which is being delivered to households throughout Southern Ontario and online at [HelpConquerCancer.ca](http://HelpConquerCancer.ca).

Since 1996, The Princess Margaret Hospital Foundation's lotteries for Cancer Research have raised over \$153 million to support cancer research at Princess Margaret Hospital, Canada's largest hospital and research facility devoted exclusively to the treatment of cancer.

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](http://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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