



FOR IMMEDIATE RELEASE

New bike ride fundraiser means critical funds for cancer and unique journey for participants

TORONTO, June 6 – Princess Margaret Hospital's (PMH) crusade to conquer cancer just got bigger with the launch of new fundraising event The Ride to Conquer Cancer benefiting Princess Margaret Hospital today. The large-scale bike ride of over 200 km will take place June 20-22, 2008.

Commuters on University Avenue were greeted by hospital staff pedaling 25 stationary yellow bikes on the sidewalk in front of Princess Margaret Hospital this morning to mark the beginning of the hospital's largest scale fundraiser to date.

"Today, we begin a new level of commitment to conquering cancer with the launch of the Ride," said Paul Alofs, President & CEO of The Princess Margaret Hospital Foundation. "Proceeds from this event will ensure critical funds for our highest cancer research priorities, propelling us forward in the fight against the disease. I will cycle every kilometer of the Ride and I encourage everyone with a little motivation, a bike and a helmet to join me next June by registering at www.conquercancer.ca or call (416) 815-RIDE (7433)."

Riders will embark on a two-day cycling journey of over 200 km through Southern Ontario. The Ride begins the morning of Saturday, June 21 with a moving Opening Ceremonies in Toronto before Riders start the first 100km of the course, stopping to camp for the night in Hamilton. Riders end their journey on the second day in Niagara Falls with an emotional Closing Ceremonies. Following ceremonies, participants will have the option of taking the "Conquest Express", a chartered VIA Rail train back to Toronto from Niagara Falls equipped to carry bikes as well.

Domenic Dell'Elce, Honourary Chair of The Ride to Conquer Cancer knows firsthand the effects of cancer. "I was diagnosed with testicular cancer at 19 years old, an age when you should be getting colds, not cancer. Standing here before you today, I am living proof that Princess Margaret Hospital is saving lives and we as a community are helping to make that difference. The Ride to Conquer Cancer is a journey I am gladly undertaking because when we make cancer history, I want to look back and know I was a part of that conquest."

Proceeds benefit Princess Margaret Hospital, Canada's leading cancer research centre and the only cancer centre in Canada 100% dedicated to cancer research and care. Princess Margaret Hospital and its research arm, the Ontario Cancer Institute (OCI), have assembled a team of world-class doctors, scientists and support staff whose sole vision is to conquer cancer for those struggling right now and for those yet to be diagnosed.

To get involved in The Ride to Conquer Cancer benefiting Princess Margaret Hospital visit www.conquercancer.ca or call (416) 815-RIDE (7433).

About Princess Margaret Hospital

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 the University Health Network, which also includes Toronto General Hospital and Toronto Western Hospital. All three are research hospitals affiliated with the University of Toronto. www.uhn.ca

About The Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, education and the enhancement of patient care at Princess Margaret Hospital and its research arm, the Ontario Cancer Institute. www.pmf.ca

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