



## **MEDIA RELEASE**

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### **The Princess Margaret Hospital Foundation Launches First-Ever Lifestyles Lottery**

**Toronto, Ontario:** The Princess Margaret Hospital Foundation is proud to present a brand-new lottery fundraiser featuring innovative lifestyle prizes designed to capture the imagination of lottery supporters in Ontario.

Seven Grand Prize Lifestyles top an impressive \$8.2 million prize package. Each one is an instant dream-come-true package that will forever change a winner's lifestyle. The headliner is The Ultimate Grand Prize Lifestyle worth over \$2.8 million. One winner will receive a 6,800 square-foot fully furnished estate home, a fully furnished cottage at Blue Shores Resort in Collingwood, a BMW convertible, a Chevy Tahoe with a sport boat in tow, plus \$20,000 cash.

This is just one of seven Grand Prize Lifestyle packages. Others include Fairway to Heaven, The Uptown, Live like a Manhattan Mogul, Family Fun, Lounge Like a Movie Star and Summer Lovin'.

“This is an amazing prize package unlike any other in Ontario. We're delighted to be expanding our successful lottery programs to continue to advance the breakthrough cancer research at Princess Margaret Hospital, Canada's leading cancer research hospital,” said Paul Alofs, President & CEO, The Princess Margaret Hospital Foundation. “The launch of this exciting new lottery program, combined with our overwhelming public support, will help ensure that more dollars are raised for this worthy cause.”

This year marks the 10<sup>th</sup> anniversary of The Princess Margaret Hospital Foundation lotteries, a major fundraising initiative in support of the hospital. “Lottery funds are vital to the ongoing success of the internationally acclaimed research program at Princess Margaret Hospital,” said Dr. Robert Bell, President and CEO, University Health Network, which includes the hospital. “These funds further cancer research that translates into early detection, new treatments and hope for patients.”

Details about all 19,507 prizes are available in the lottery brochure, which is being delivered to households throughout Southern Ontario, and online at [www.HelpConquerCancer.ca](http://www.HelpConquerCancer.ca). The draw date is August 17, 2006.

*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 teaching hospitals affiliated with the University of Toronto. For more information please visit us at [www.pmf.ca](http://www.pmf.ca).*

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