



Media Advisory

TORONTO, June 4 – The Princess Margaret Hospital Foundation invites you to the launch of its most ambitious fundraising event for cancer yet. Don't miss 25 cyclists spinning on a packed sidewalk, a mural of yellow bikes, poignant interviews and the beginning of Princess Margaret Hospital's biggest step in the battle to conquer cancer. What is it? How will it impact not only Toronto but Southern Ontario as well? What does it mean for the fight against cancer? Find out on June 6!

WHAT: Launch of largest scale fundraising event for cancer by Princess Margaret Hospital to date

WHEN: **Wednesday, June 6, 2007 at 9:30 a.m.**

WHERE: Princess Margaret Hospital
620 University Avenue entryway

SPEAKERS/INTERVIEW OPS:

- **Mayor David Miller**
- **Dr. Robert Bell**, President & CEO, University Health Network
- **Paul Alofs**, President & CEO Princess Margaret Hospital Foundation
- **Steve Bauer**, Cyclist, Canadian Olympic Silver Medalist

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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.