

FOR IMMEDIATE RELEASE

Princess Margaret Hospital unveils Commemorative Weekend to End Breast Cancer Statue

(Toronto, ON) September 6, 2007 – Walkers in the fifth annual WEBC event this weekend now have a newly erected statue to recognize their fundraising efforts, at the entrance of Princess Margaret Hospital. On permanent display, the statue also acknowledges the many women and men who have fought breast cancer.

The Weekend to End Breast Cancer Commemorative Sculpture was unveiled today in front of the hospital in the presence of walkers, volunteers, breast cancer survivors, as well as friends and family of loved ones who fought but succumbed to the disease. Princess Margaret Hospital staff, including those responsible for the event's beginnings in Toronto, were also witnesses to the emotional event.

"We are honoured to show our deep gratitude to the community for their commitment to the fight against breast cancer through this event. This sculpture is a tribute to all breast cancer survivors, WEBC donors, supporters, volunteers and participants who have taken on this fight as their own," said Paul Alofs, President & CEO of the Princess Margaret Hospital Foundation. "We are especially honouring all those who have succumbed to the disease but who are never forgotten. We walk for each of them, year after year."

The sculpture reflects The Weekend to End Breast Cancer logo, depicting three women with arms raised. The artwork is modeled on three women who have walked each year of the event since its inception: Paula Seigel, a breast cancer survivor; Gisele Branget, captain of the Princess Margaret Hospital WEBC team called "The Marilyns"; and Audrey Loeb, the woman responsible for introducing the event in Toronto. To date, The Weekend to End Breast Cancer benefiting Princess Margaret Hospital has broken national fundraising records and has raised \$60 million for breast cancer research and care at PMH in just four years.

"We are forever grateful for the efforts of WEBC donors, volunteers and participants. Thank you to everyone involved in this memorable event. The funding raised by participants in the WEBC has generated revenues which could normally take decades to achieve," said Dr. Tak Mak, Director of The Campbell Family Institute for Breast Cancer Research at Princess Margaret Hospital. "Our work to find a cure has been propelled forward thanks to the community's investment in this annual fundraising event. This sculpture stands as a symbol of our collective commitment to ending this disease."

Over the last four years, funds from the Weekend to End Breast Cancer have supported various initiatives including: the first ever Weekend to End Breast Cancer Chair in Breast Cancer Research held by Dr. Mak, the establishment of the first comprehensive Survivorship Clinic and Program in Canada, held by Dr. Pam Catton, the ongoing enhancement of clinical support, the redevelopment of the M. Lau Breast Centre, a comprehensive breast imaging program, the purchase of a Breast MRI, the Pathology Tumor Bank, research in to breast cancer prevention, and the rapid diagnosis clinic.

For information, to donate, or participate visit www.endcancer.ca or call 416-815-9255.

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 on of the top 5 comprehensive research hospitals in the world. It is also a member of 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

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

- 30 -

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