



### **The Pharmaprix Weekend to End Women's Cancers – Media Fact Sheet**

**What:** The Pharmaprix<sup>MD</sup> Weekend to End Women's Cancers™ benefiting the Segal Cancer Centre at the Jewish General Hospital  
**Where:** Montreal  
**When:** August 23-24, 2014  
**Duration:** 60 km; two days of walking; one night of camping  
30 km; one day of walking; evening activities  
**Info:** (514) 393-WALK (9255) / [www.endcancer.ca](http://www.endcancer.ca)

#### **ABOUT THE WEEKEND:**

- The annual Pharmaprix<sup>MD</sup> Weekend to End Women's Cancers, the largest women's cancers fundraiser in Quebec history, is a two-day 60km walk throughout Montreal.
- 1 in 7 Canadian women will be diagnosed with breast or gynaecologic cancer in their lifetime. The Weekend brings together communities of participants, survivors and their supporters for one common goal: to end all women's cancers.
- Walkers will be supported by hundreds of volunteers and crew members, providing meals, water and snack stops, portable restrooms, safety on the course, comprehensive medical services and an overnight campsite complete with tents, hot showers and entertainment.
- 2014 marks the 10<sup>th</sup> annual Weekend in Montreal. Over the last 9 years, the Weekend has raised more than \$52 million, funding cancer research, treatment, care, and prevention programs for women's cancers at the Segal Cancer Centre at the Jewish General Hospital.
- Media will find interest in the humanizing stories of Walkers, many of which have been impacted by cancer and are walking for personal, deeply moving reasons.
- Media will also have the opportunity to interview executives, researchers and doctors from The Jewish General Hospital Foundation who can discuss how the funds are being put to immediate use supporting cancer research, treatment and care at the Segal Cancer Centre.

#### **ABOUT THE JEWISH GENERAL HOSPITAL:**

Since 1934, the Jewish General Hospital has been a mainstay of superior medical care for generations of patients of all backgrounds. One of Quebec's largest and busiest acute-care hospitals, the JGH is committed to improving the quality of healthcare for all Quebecers in partnership with the provincial healthcare network. The Jewish General Hospital is committed to providing patients the best possible care in a clean, safe and human-centered environment. The JGH is able to deliver these pioneering, innovative medical services by strengthening its role as a McGill University teaching hospital, by expanding and upgrading its facilities, and by pursuing cutting-edge research at the Lady Davis Institute for Medical Research. ([www.jgh.ca](http://www.jgh.ca)).

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