



What: The Enbridge Ride to Conquer Cancer
Benefiting The Campbell Family Institute at The Princess Margaret

When: June 11-12, 2011

Where: Toronto to Niagara Falls

Distance/Time: Over 200 kms, two days of biking, one night of camping
OR 200 miles, two days of biking, one night of camping

Event/Contact Info: (877) 699-BIKE(2453); www.conquercancer.ca

What is The Enbridge Ride to Conquer Cancer?

- During one epic weekend, June 11-12, 2011, thousands of men and women will rally in Toronto to cycle over 200 kms to Niagara Falls in two days to be a part of history in the making.
- The money raised will support breakthrough research and discovery of new cancer therapies which will benefit treatment not just at The Princess Margaret but across the world.
- The Enbridge Ride to Conquer Cancer has emerged as Canada's most successful cycling fundraiser.
- With 44% of Canadian men and 39% of Canadian women developing cancer in their lifetime, the money raised will drive crucial cancer research and new cancer treatments at The Princess Margaret, Canada's leading cancer research centre and the only cancer centre in Canada entirely dedicated to cancer research and care.
- This will be the fourth annual Enbridge Ride to Conquer Cancer benefiting The Princess Margaret, a multi-day event for those looking to do something bold in the fight against cancer.
- The Enbridge Ride to Conquer Cancer benefiting The Princess Margaret begins in Toronto with Opening Ceremonies on the morning of Saturday, June 11 with Riders embarking on the first leg of their journey stopping to camp overnight and finishing on Sunday, June 12. Thousands of Riders will cover over 100 kilometers a day in an epic ride to conquer cancer...the rest will be history.
- The Riders will be supported by hundreds of Volunteers and Crew Members, providing meals, water and snack stops, gear transport, portable restrooms, safety on the course, comprehensive medical services and an overnight campsite complete with tents, hot showers and entertainment.
- Join today as a Rider or step up your commitment and become an Ambassador. All you need is motivation, a bike and a helmet. Become part of this epic weekend at www.conquercancer.ca or call (877) 699-BIKE (2453).

About The Campbell Family Cancer Research Institute at Princess Margaret Hospital

The Campbell Family Cancer Research Institute at Princess Margaret Hospital brings together an elite team of cancer researchers, scientists, clinicians and staff dedicated to the ultimate goal of conquering cancer by leveraging basic, translational and clinical research into dramatic cancer breakthroughs. For more information, go to www.campbellfamilyinstitute.ca.

About Princess Margaret Hospital

Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute, have achieved an international reputation as one of the top 5 cancer research centres in the world. Princess Margaret Hospital is 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 and more information about UHN can be found at www.uhn.ca.

About The Princess Margaret Hospital Foundation

The Princess Margaret Hospital Foundation at University Health Network raises funds for research, exemplary teaching and compassionate care at Princess Margaret Hospital and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute and The Campbell Family Breast Cancer Research Institute. More information about the Foundation can be found at www.pmf.ca.