



The Enbridge Ride to Conquer Cancer – Media Fact Sheet

What: Enbridge Ride to Conquer Cancer benefiting Princess Margaret Cancer Centre
Where: Toronto
When: June 9-10, 2018
Event Contact Info: (877) 699-BIKE (2453); www.conquercancer.ca

ABOUT THE RIDE:

- The Enbridge Ride to Conquer Cancer is a two-day, over 200-kilometre Ride between Toronto and Niagara Falls, benefiting Princess Margaret Cancer Centre.
- An estimated one in two Canadians will develop cancer in their lifetimes, and one in four will die from it. In 2017, an estimated 206,200 new cases of cancer and 80,800 cancer deaths will occur in Canada. The Ride brings together communities of riders, survivors and their supporters for one common goal: to conquer cancer in this lifetime.
- Funds raised through the Enbridge Ride to Conquer Cancer support Personalized Cancer Medicine, including research, treatment advances, education and new standards of care at the Princess Margaret, across Ontario, and around the world.
- Princess Margaret Cancer Centre is one of the top five cancer research centres in the world and is home to the largest clinical trials program in Canada. It has the largest radiation medicine program under one roof in the world and has the largest surgical oncology program in the country. As global leaders in cancer care, The Princess Margaret has the expertise to treat over 200 types of cancers including the rarest forms of the disease.
- Personalized Cancer Medicine is a multi-faceted, integrated approach to cancer care that focuses on the unique nature of each patient. Because every patient is unique, every patient's cancer is different. Funds raised through the Ride are enabling the scientists and research clinicians at Princess Margaret Cancer Centre to better understand the unique nature of each cancer and each patient, which are leading to more effective, targeted and less toxic treatments for cancer patients.
- 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.
- 2018 marks the 11th annual Ride in Ontario, with similar Rides scheduled throughout the summer in Quebec, Alberta, and British Columbia. The Ride to Conquer Cancer series is Canada's largest peer-to-peer fundraising event.
- In just 10 years, the Ontario Ride has raised more than \$176 million for cancer research across the province, and has become the largest cycling fundraiser in Canadian history. Since 2008, the Ride to Conquer Cancer event series has raised over \$378.3 million across Canada.

About Princess Margaret Cancer Centre

The Princess Margaret Cancer Centre has achieved an international reputation as a global leader in the fight against cancer and delivering Personalized Cancer Medicine. The Princess Margaret, one of the top 5 cancer research centres in the world, is a member of the University Health Network, which also includes Toronto General and Toronto Western Hospitals, Toronto Rehabilitation Institute and The Michener Institute for

Education at UHN. University Health Network is a research hospital affiliated with the University of Toronto.
www.theprincessmargaret.ca

About The Princess Margaret Cancer Foundation

The Princess Margaret Cancer Foundation at University Health Network is raising funds to lead the way in Personalized Cancer Medicine at the Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world, which includes The Campbell Family Cancer Research Institute and The Campbell Family Institute for Breast Cancer Research. www.thepmcf.ca

About University Health Network

University Health Network includes Toronto General and Toronto Western Hospitals, the Princess Margaret Cancer Centre, Toronto Rehabilitation Institute, and The Michener Institute for Education at UHN. The scope of research and complexity of cases at University Health Network has made it a national and international source for discovery, education and patient care. It has the largest hospital-based research program in Canada, with major research in cardiology, transplantation, neurosciences, oncology, surgical innovation, infectious diseases, genomic medicine and rehabilitation medicine. University Health Network is a research hospital affiliated with the University of Toronto. www.uhn.ca

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