

Lance Armstrong Keynote Speaker at Sunnybrook Fundraiser

January 10, 2007

Champion cyclist and advocate cancer survivor helps raise funds for Odette Cancer Centre

Toronto, ON – Seven-time Tour de France champion and larger-than-life activist for cancer education and research Lance Armstrong will headline the Sunnybrook Foundation's fundraising event in support of the Odette Cancer Centre.

"Sunnybrook is pleased to welcome Lance," says Jennifer Tory, Regional President, Greater Toronto Region, Royal Bank of Canada and Chair of the Sunnybrook Foundation. "For all of us, Lance lives the credo – strength when it matters most. His steady determination to beat the odds in his personal battle with cancer, his incomparable calibre of athletic achievement and his commitment to advocacy for more cancer education, research and supportive resources, have made Lance a striking mentor and a symbol of hope for others in their battle with cancer."

At the event to be held on February 28, 2007, Armstrong will give a keynote address about his own struggles with cancer and the greater need for education, research, and support resources for people living with the disease.

Armstrong's appearance at the event will be the culmination of a series of Odette Cancer Centre fundraising awareness initiatives to include a "Win A Chance to Meet Lance Armstrong" contest to win one of five pairs of event tickets with one grand prize-winning pair to include a photograph with Lance Armstrong at the event's VIP reception. For every \$25 donated online to Odette Cancer Centre, participants will automatically be entered in the contest. For more contest information or details about the event, visit www.sunnybrook.ca or phone 416.480.6777. Other awareness initiatives include outdoor and transit billboards and a point of sale promotion in stores with the donation of 100 per cent of all sales proceeds.

"The funds raised from this campaign will go a long way in supporting the much-needed expansion and renovation of our chemotherapy unit to further enhance care for our patients," says Dr. Linda Rabeneck, Vice President, Odette Cancer Centre and Vice President, Regional Cancer Services, Sunnybrook Health Sciences Centre.

Sunnybrook Health Sciences Centre

Sunnybrook Health Sciences Centre is transforming health care through the dedication of its more than 10,000 staff members who provide compassionate and innovative patient focused care. An internationally recognized leader in women's health, academic research and education and an affiliation with the University of Toronto distinguishes Sunnybrook as one of Canada's premier health sciences centres. Sunnybrook specializes in caring for newborns, adults and the elderly, treating and preventing cancer, heart problems, orthopaedic and arthritic conditions and traumatic injuries.

Odette Cancer Centre

Odette Cancer Centre (TSRCC) at Sunnybrook is one of North America's largest and leading comprehensive cancer centres providing care to over 10,000 new patients every year. TSRCC offers a full range of outpatient and inpatient treatment and supportive care programs, is a Cancer Care Ontario partner and is fully affiliated with the University of Toronto.

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