

Cycling champion Lance Armstrong to help raise \$500,000 for cancer

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At one of the most anticipated fundraising events of the year, larger-than-life cancer survivor, activist for cancer education and research and Tour de France champion Lance Armstrong will address 600 community, corporate and government leaders who will come together to raise funds for the [Odette Cancer Centre](#) (TSRCC).

Strength When It Matters Most with Lance Armstrong will be hosted by journalist, author and former Consul General of Canada, Pamela Wallin and will be held on Wednesday February 28, 2007 at the Royal York Hotel. Organized by Sunnybrook Foundation, the event has raised over \$500,000 for the [Odette Cancer Centre](#).

"For those who continue to battle cancer and others whose lives have been touched by cancer through friends and loved ones, Lance Armstrong inspires us as a hero of hope and a symbol of strength when it matters most," says Virginia McLaughlin, Chair, Board of Directors, Sunnybrook Health Sciences Centre. "We are honoured he has agreed to share his story of courage at this event."

"An investment in Sunnybrook is an investment in helping to shape the future of health care and cancer care in a positive and meaningful way," says Jennifer Tory, Regional President, Greater Toronto Region, Royal Bank of Canada and Chair of the Sunnybrook Foundation. "Cancer continues to be a devastating reality for many and it is disheartening to know that of an estimated 153,000 Canadians diagnosed with cancer last year, over 70,000 lost the battle. Together, through the ongoing support of the community - for which we are sincerely grateful - we can win more battles and save more lives."

"Cancer research, treatment, awareness and education are integral elements of CIBC's community support," says Stephen Forbes, Event Co-Chair, and Senior Vice President, Communications & Public Affairs, CIBC. "CIBC is proud to be this year's Presenting Sponsor of Strength When It Matters Most with Lance Armstrong because the funds raised will improve cancer treatment for patients at Sunnybrook."

The funds raised of \$500,000 will go toward the much-needed expansion of the chemotherapy unit at the [Odette Cancer Centre](#). As one of North America's leading comprehensive cancer centres, the Odette Cancer Centre provides care to over 10,000 new patients a year. Expert TSRCC staff within each cancer disease site, come together as a team to deliver multidisciplinary patient care and engage in a broad spectrum of world-leading research from basic laboratory to population-based studies. This research includes prevention and early detection and the development of individualized treatments and new innovative surgical techniques, with the goal of translating discoveries into clinical care to enhance quality of life for cancer patients.

About Odette Cancer Centre

[Odette Cancer Centre](#) (TSRCC) at Sunnybrook is one of North America's largest and leading comprehensive cancer centres and provides services for over 229,000 patient visits a 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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