



## The Enbridge Ride to Conquer Cancer – Media Fact Sheet

**What:** Enbridge Ride to Conquer Cancer, benefiting Princess Margaret Cancer Centre

**Where:** Toronto

**When:** June 7-8, 2014

**Distance / Time:**

- The Classic: 200KM from Toronto to Niagara Falls, one night of camping
- The Niagara: 200KM from Niagara Falls to Toronto, one night of camping
- The Toronto Turnaround: 200KM, Toronto to Toronto, one night of camping
- The Niagara Turnaround: 200KM, Niagara Falls to Niagara Falls, one night of camping
- The Classic Plus: Over 200KM from Toronto to Niagara Falls, one night of camping
- The Toronto Plus Turn Around: Over 200KM, Toronto to Toronto, one night of camping

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

**ABOUT THE RIDE:**

- The Enbridge Ride to Conquer Cancer is a two-day, 200KM Ride between Toronto and Niagara, benefiting Princess Margaret Cancer Centre.
- 2 out of 5 Canadians will be diagnosed with cancer in their lifetime. Every day, more than 500 Canadians will be diagnosed with cancer, and more than 200 will die from the disease. The Ride brings together communities of riders, survivors and their supporters for one common goal: to conquer cancer in this lifetime.
- The money raised funds Personalized Cancer Medicine, including research, treatment advances and survivorship programs for all cancers at Princess Margaret Cancer Centre.
- 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.
- 2014 marks the seventh annual Ride in Ontario, with similar Rides scheduled throughout the summer in Quebec, Alberta, and British Columbia. In just 6 years, the Ontario Ride has raised more than \$99.3 million for cancer research across the province, and has become the largest cycling event in Canadian history.
- Media will find interest in the humanizing stories of Riders, many of which have been impacted by cancer and are riding for personal, deeply moving reasons.
- Media will also have the opportunity to interview executives, researchers and doctors from Princess Margaret Cancer Centre and the Princess Margaret Cancer Foundation who can discuss how the funds are being put to immediate use supporting cancer research, treatment and care.

**About Princess Margaret Cancer Centre**

Princess Margaret Cancer Centre and its research arm, the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute, have achieved an international reputation as global leaders in the fight against cancer and delivering Personalized Cancer Medicine. Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world, is a member of the University Health Network, which also includes Toronto General Hospital, Toronto Western Hospital and Toronto Rehabilitation Institute. All are research hospitals affiliated with the University of Toronto. More information about UHN can be found at [www.uhn.ca](http://www.uhn.ca).

**About The Campbell Family Cancer Research Institute at Princess Margaret Cancer Centre**

The Campbell Family Cancer Research Institute at Princess Margaret Cancer Centre 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](http://www.campbellfamilyinstitute.ca)

**About The Princess Margaret Cancer Foundation**

The Princess Margaret Cancer Foundation raises funds for Personalized Cancer Medicine at Princess Margaret Cancer Centre 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.pmcf.ca](http://www.pmcf.ca)

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