



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

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

**Where:** Toronto

**When:** June 10-11, 2017

**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, 200-kilometre Ride between Toronto and Niagara Falls, benefiting Princess Margaret Cancer Centre.
- Two out of five Canadians will be diagnosed with cancer in their lifetime. Every day, 539 Canadians will be diagnosed with cancer and 214 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.
- 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.
- 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.
- 2017 marks the 10<sup>th</sup> annual Ride in Ontario, with similar Rides scheduled throughout the summer in Quebec, Alberta, and British Columbia. In just nine years, the Ontario Ride has raised more than \$155 million for cancer research across the province, and has become the largest cycling fundraiser in Canadian history.

### **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](http://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](http://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](http://www.uhn.ca)

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