

Fact Sheet 2004 - The Weekend to End Breast Cancer

History:

- 2003 was the inaugural event in Toronto (September 19-21,2003)
- More than 3900 women and men participated
- Each participant was required to raise a minimum of \$2,000 and walked 60 km over two days to support Princess Margaret Hospital (PMH)
- More than 400 Volunteers spent their entire weekend in service to the event. More than 1000 Volunteers helped throughout the year to make the event a success.
- The support from men, women and children in the Toronto community was phenomenal. They lined the route cheering the walkers on, congratulating them for their incredible efforts.
- The 2003 Weekend to End Breast Cancer was the most successful first-time fundraising event in Canadian history.
- More than \$8,500,000 (net proceeds) went to support three innovative breast cancer programs at PMH:
 - 1) The establishment of the first comprehensive WEBC Survivorship Clinic and Program in Canada,
 - 2) A new PMH initiative to cure breast cancer – The Institute for Breast Cancer Research will receive a significant investment of \$5.0 million, and
 - 3) Enhancements to the PMH breast cancer clinic, which treats one in ten women diagnosed in Canada each year. These include improvements to the physical space, development of an innovative breast cancer clinical research program and the purchase of a second digital mammography machine for breast imaging.

2004:

- This year's event takes place in Toronto September 10-12, 2004

- Registration is already closed - over 4,000 Walkers and 400 Crew are registered to participate
- Proceeds will primarily be used to support the newly established Institute for Breast Cancer Research at PMH and the WEBC Survivorship Program
- This year's event sponsors include CIBC, CHUM-FM, CP24 and Cityline
- The WEBC is becoming a national event with a walk taking place this August in Vancouver and for the first time in Calgary in 2005.
- For more information, call (416) 815-WALK (9255), or visit www.endcancer.ca

Facts about Breast Cancer in Canada

- An estimated 21,200 women will develop breast cancer in 2004 and 5,200 will die from it.
- One in nine Canadian women will develop breast cancer at some point during her lifetime. One in 27 will die from it.
- Breast cancer is the most frequently diagnosed cancer in Canadian women, accounting for 30% of all female cases
- Breast cancer deaths comprise the second highest cancer death rate, after lung cancer, among Canadian women.