

## Media Advisory

Winnipeg, Manitoba June 10, 2017 – CancerCare Manitoba Foundation’s tenth annual Challenge for Life was held today, raising \$1,090,786 in support of CancerCare Manitoba. A record-setting 870 participants either walked 20 kilometres or worked out for 200 minutes of fitness.

CancerCare Manitoba Foundation is the only charitable organization exclusively fundraising for CancerCare Manitoba. Since 2000, the Foundation has been able to grant over \$111 million to CancerCare Manitoba because of the generosity of Manitobans.

"Every year CancerCare Manitoba Foundation starts its fundraising from zero. The nearly \$1,100,000 funds raised at today's Challenge for Life are a key source of the \$6.5 million the Foundation is granting to CancerCare Manitoba this year," said Annitta Stenning, President and CEO, CancerCare Manitoba Foundation. "We are so grateful to all the participants, sponsors, donors and volunteers who made the tenth anniversary of this event such a tremendous success."

The inaugural Challenge for Life Walk was held in 2008. Between 2008 and 2017, nearly \$10 million has been raised by this event. The funds support prevention, early detection, treatment, research and patient support at CancerCare Manitoba.

"Each day of the year, another 20 Manitobans are diagnosed with cancer. In addition, 45 thousand Manitobans are living with cancer that was diagnosed in the last 15 years. The money raised through Challenge for Life will fund significant research at CancerCare Manitoba," said Dr. Sri Navaratnam, President and CEO, CancerCare Manitoba. "Cancer research means more people are surviving cancer than ever before. Thank you to everyone who walked, worked out or made a donation. And thank you to the Foundation for organizing this terrific event."

## FACT SHEET

- Almost half of us will be diagnosed with cancer in our lifetime.
- More than 6,800 Manitobans will hear the words “you have cancer” this year.
- CancerCare Manitoba’s main aim is to eradicate cancer, which consists of more than 200 types.
- All funds raised by CancerCare Manitoba Foundation remain in Manitoba.
- Since 2000, CancerCare Manitoba Foundation has granted over \$111 million to CancerCare Manitoba.
- Since 2000, CancerCare Manitoba Foundation has granted over \$63 million to CancerCare Manitoba for research programs and projects being undertaken by CancerCare Manitoba scientists and clinicians. Research into all aspects of cancer is essential to reduce the burden of this complex disease on current and future patients.
- Since 2000, CancerCare Manitoba Foundation has granted nearly \$11 million for clinical trials. Clinical trials are studies to evaluate new treatments. They play a pivotal role in advancing treatments and allowing health-care professionals to better understand medications’ lasting effectiveness and side effects. Clinical trials offer Manitoba patients innovative therapies of the future right here in Manitoba.