

For Immediate Release

Winnipeg, Manitoba Thursday August 20, 2020 – In true Manitoba spirit, Manitobans from all walks of life and every corner of our province rallied this summer and to date, raised a staggering **\$1,004,245** in support of CancerCare Manitoba. The Foundation's 13th annual Challenge for Life wraps up today, it's first-ever virtual Challenge event due to the COVID-19 pandemic.

Nearly 700 Manitobans from 65 communities across our province rose to the *Challenge* in honour of people impacted by cancer. During August 1 – 20, they each did a personal or team challenge covering a minimum distance of 20 kilometers or 200 minutes of exercise. They were supported by over 6000 generous donors and event sponsors.

"We are overwhelmed and humbled by Manitobans enthusiasm to participate in and support *Virtual Challenge for Life 2020*. They truly demonstrated their desire to make a difference for those living with cancer," said Annitta Stenning, President & CEO, CancerCare Manitoba Foundation. "In a year which has thrown many challenges our way individually and collectively, it's truly incredible to see how our Manitoba community has rallied."

The **\$1,004,245** raised will be dedicated to helping meet the Foundation's \$8.6 million funding commitment to CancerCare Manitoba this year. These funds change and save lives. This year, more than any in the Foundation's twenty-year history, the dollars raised are more important than ever.

The inaugural Challenge for Life Walk was held in 2008. Between 2008 and 2020, over \$13 million has been raised by supporters and donors of this event. All funds raised stay in Manitoba and support prevention, early detection, treatment, research and patient support at CancerCare Manitoba.

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About CancerCare Manitoba Foundation:

All funds raised by CancerCare Manitoba Foundation stay in Manitoba. The Foundation is proud to support CancerCare Manitoba's internationally-recognized team of health professionals as they provide outstanding quality care for all Manitobans and their families living with cancer. Thanks to the generosity of donors, CancerCare Manitoba Foundation has been able to grant more than \$134 million since 2000. This support to CancerCare Manitoba profoundly impacts patient outcomes.

FACT SHEET

- Almost half of us will be diagnosed with cancer in our lifetime
- Nearly 7,000 Manitobans will hear the words “you have cancer” this year – an average of 19 people per day
- CancerCare Manitoba is our provincially mandated agency for cancer and blood disorders. We share its bold vision, “A world free of cancer” and the goal that no life is cut short by cancer — a complex set of more than 200 diseases
- All funds raised by CancerCare Manitoba Foundation remain in Manitoba
- Since 2000, thanks to the generosity of supporters and donors, CancerCare Manitoba Foundation has granted over \$134 million to CancerCare Manitoba to support leading-edge local research, clinical trials and vital patient programs