



*All funds raised stay in Manitoba.*

## **Manitobans Encouraged to Purchase ‘A Cup for Tomorrow’ on World Cancer Day**

**Winnipeg, MB (February 2, 2022):** World Cancer Day is Friday, February 4, a day where cancer organizations around the world raise awareness about the disease that affects so many of us. This year, CancerCare Manitoba Foundation has once again partnered with local coffee shops throughout Manitoba in the ‘A Cup for Tomorrow’ campaign. All funds raised will support cancer prevention and screening programs in the province.

Manitobans are encouraged to visit one of [30 participating shops](#) throughout the province this Friday, February 4<sup>th</sup>. Each shop will be donating a portion of their coffee sale proceeds in support of cancer prevention and screening.

“We are thrilled to have so many coffee shops throughout the province join us in building awareness and raising funds for cancer prevention,” said Patti Smith, President & CEO of CancerCare Manitoba Foundation. “A Cup for Tomorrow is a great way for Manitobans to support local businesses and an important cause at the same time.”

Another way for Manitobans to act on World Cancer Day and raise funds for cancer prevention is to send a virtual coffee. Virtual coffees and ecards are available by making an online donation at [ACupForTomorrow.ca](http://ACupForTomorrow.ca)

Carrie, a cervical cancer survivor, knows the importance of screening in cancer prevention. The **A Cup for Tomorrow** campaign raises important funds to support risk reduction and prevention programs for all Manitobans. [Read Carrie’s story here.](#)

– 30 –

**For more information, contact:**

Laura Curtis

Director, Marketing & Communications, CancerCare Manitoba Foundation

W: (204) 787-2244 C: (204) 390-6223

[lcurtis4@cancercare.mb.ca](mailto:lcurtis4@cancercare.mb.ca)

**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 as they provide outstanding quality care for all Manitobans and their families living with cancer. Thanks to the generosity of donors, the Foundation has been able to grant more than \$134 million since 2000 for leading-edge research, clinical trials, vital patient programs and capital initiatives. This support to CancerCare Manitoba profoundly impacts patient outcomes.