

For Immediate Release

Winnipeg, Manitoba Tuesday August 18, 2021 – Manitobans from all walks of life and every corner of our province rallied this summer and raised an astounding \$1,010,677 in support of CancerCare Manitoba. The Foundation’s 14th annual Challenge for Life wrapped up its second completely virtual Challenge event which has expanded to become a province-wide initiative.

Nearly 600 participants from 72 communities across our province and beyond rose to the Challenge in honour of people impacted by cancer. During August 5 – 17, 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.

“There are no words more appropriate to describe the unwavering support this year than ‘through thick and thin.’ Under the most ‘challenging’ of circumstances participants and donors have come through in remarkable ways,” says Patti Smith, President & CEO, CancerCare Manitoba Foundation. “They have demonstrated passion, commitment and caring for Manitobans with cancer. We are grateful.”

The \$1,010,677 raised will be dedicated to helping meet the Foundation’s \$7.7 million funding commitment to CancerCare Manitoba this year. Dollars raised in the Challenge for Life translate into direct care and impact for those with cancer in Manitoba. These funds change and save lives.

The inaugural Challenge for Life Walk was held in 2008. Between 2008 and 2021, over \$14 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.

- 30 -

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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 - 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