



All funds raised stay in Manitoba.

Manitobans Affected by Cancer Sharing Their Stories to Raise Funds for GivingTuesday

For immediate release – November 26, 2021, Winnipeg, MB – Tuesday November 30th marks GivingTuesday, a global generosity movement where charities, companies and individuals join together in support of worthy causes. This year 14 Manitobans affected by cancer will take to social media that day to share their own personal stories as a way to inspire others to support leading-edge cancer research in our province.

With an ambitious goal of raising \$130,000 in just 24 hours, CancerCare Manitoba Foundation plans to use the funds to update an important piece of equipment at CancerCare Manitoba's Research Institute. A new ultracentrifuge will replace the lab's original centrifuge purchased in 1983 and will enable scientists to conduct research faster and begin projects that may lead to clinical trials that would not have been possible before.

"As a leading-edge cancer research and treatment facility it's critical that we have the equipment necessary to continue engaging in and advancing clinical trials within our province", said Dr. Neil Watkins, Director, CancerCare Manitoba Research Institute. "Donor generosity continues to lead to more and more opportunities for us to make progress in this way and I have no doubt that Manitobans will step up this GivingTuesday and contribute to this important cause."

The 14 ambassadors sharing their stories have all been touched by cancer in different ways. From experiencing and surviving it themselves, to losing loved ones, and fighting alongside friends, they have all very bravely committed to sharing these stories with the community in hopes of raising funds that will make a difference for Manitobans facing a cancer diagnosis.

The ambassadors include 28-year-old Danica @thehealthynutbars whose battle with hodgkins lymphoma this year inspired a new business endeavor and Marcus @marcus_gallant who lost his mother to brain cancer and does all her can to prevent cancer through lifestyle choices and awareness. For a full list of this year's ambassadors and GivingTuesday campaign, [click here.](#)

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