

### **Manitobans Encouraged to Make Snow Angels in Memory of Their Loved Ones**

**Winnipeg, MB (February 14):** Starting today, Valentine's Day until March 14, CancerCare Manitoba Foundation is asking Manitobans to cover the province in snow angels in memory of their loved ones. The new initiative: *#CCMFSnowAngels* was inspired by a fundraiser created in 2020 by Carol Ploen-Hosegood who started Alley's Angels Snow Angel Challenge in memory of her friend Alley who passed away from cancer.

"As I made my snow angel in memory of Alley I looked up into the sky and it was a special moment to pause and think of my dear friend," said Carol. "Making our snow angels was a way to come together in spirit when we couldn't in person. It was our way to honour our friend who we cared so deeply for. We wanted to help do what we could to raise funds because we know the devastating impact of losing someone you love."

Manitobans are encouraged to engage in this small act of love, and to donate to support the critical work of CancerCare Manitoba.

Participation is easy!

- Visit [ccmfsnowangels.ca](http://ccmfsnowangels.ca) to donate or create an Angel donation page.
- Make a snow angel anywhere in Manitoba and take a photo.
- Post the photo on social media with the hashtag *#CCMFSnowAngels*.

Thanks to the support of BSI Insurance, every post made with the *#CCMFSnowAngels* hashtag will mean a \$1 donation to the Foundation (up to \$1000).

*#CCMFSnowAngels* allows for Manitobans to collectively honour their loved ones with a public show of love in the form of a snow angel. Donations made in memory of those they love will make a difference for Manitobans currently on a cancer journey, or who may start one in the days, weeks, months and years to come.

All proceeds from *#CCMFSnowAngels* will go to support clinical trials at CancerCare Manitoba. Manitobans who have the opportunity to participate in clinical trials can receive new and promising treatments. Treatments that can bring hope when other options are not effective.

**For more information, contact:**

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**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.