

MEDIA ADVISORY

MANITOBANS RALLY ONCE AGAIN AT CHALLENGE FOR LIFE IN SUPPORT OF CANCER PATIENTS

- WHAT:** The 16th annual Challenge for Life with all proceeds going to CancerCare Manitoba Foundation to support Manitobans with cancer. A 20k walk, 5k walk, or virtual event.
- WHO:** Over 900 participants have registered to take the Challenge. Each participant commits to raising at least \$250 and each person has a very personal reason for participating. Attached is Sara Calnek's story.
- WHERE:** The 20k walk begins and ends at Assiniboine Park and the 5k walk roams through the park. Virtual challengers have taken on their own challenges around the province from May 27-June 3.
- WHEN:** Saturday, June 3
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| 8:15 a.m. | Group photo in front of the Lyric Stage |
| 8:30 a.m. | Opening ceremonies on the Lyric Stage |
| 9:00 a.m. | 5k walk and 20k walks begin |
| 11:00 a.m. – 1:45 p.m. | Participants cross the finish line
Announcement of 2023 fundraising total |
- WHY:** The inaugural Challenge for Life was held in 2008. Between 2008 and 2022, Challengers have raised over \$15.3 million to support prevention, early detection, treatment, research, and patient support at CancerCare Manitoba.
- MORE:** Being physically active is a key factor in reducing one's risk of cancer by up to 50%. By participating in the Challenge for Life, participants are making a commitment to their own health too.
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SARA CALNEK'S REASON FOR PARTICIPATING



Every year many teams comprised of family, friends, colleagues, and teammates participate in the Challenge for Life. This year, there are over 120 teams and nearly 800 participants registered, each with their own powerful reason for participating. This is Sara's story.

In June of 2022, I was diagnosis with Triple Negative Breast Cancer. In the past ten months, I have undergone 16 rounds of 4 different chemo drugs and had a bilateral mastectomy with 5 lymph nodes removed. Thanks to the medical experts, medicine, and support staff provided by CancerCare, I have recently been told I am NED (no evidence of disease). It was the best news of my life. It's like I have a second chance at life.

As someone who has lived with cancer, I am blessed to have a large support system of friends, family, colleagues, and cats to stand beside me on this journey, but it is my health team of doctors, nurses, researchers, and others that are the real heroes of my story.

I knew I could inspire people to get checked and to donate to a cause that affects someone they love. I will continue to share my cancer journey, in the hopes that others will gain knowledge of breast cancer and, if they are ever facing a diagnosis themselves, they'll have me as a support.

Last year was the first time I joined the Challenge for Life, as a part of the team Heroic Feet of Canada Life. This year, I've joined the Challenge with the Canada Life team once again. I'm doing the 20k because I can. I walk to support those who live with metastatic cancers.

My new life slogan is "try the lobster" because you really only have one shot and I want to live my life the best I can.

SARA CALNEK, AND OTHER CHALLENGE FOR LIFE PARTICIPANTS, WILL BE AVAILABLE FOR INTERVIEWS AT CHALLENGE FOR LIFE ON SATURDAY, JUNE 3.

FACT SHEET

- Nearly half of us will be diagnosed with cancer in our lifetime
- 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 \$177 million to CancerCare Manitoba
- Since 2000, CancerCare Manitoba Foundation has granted over \$80 million to CancerCare Manitoba for research programs and projects being undertaken by CancerCare Manitoba scientists and clinicians. Local research into all aspects of cancer is essential to reduce the burden of this complex disease on current and future patients
- Since 2000, CancerCare Manitoba Foundation has granted \$17 million for clinical trials. Clinical trials are studies to evaluate new treatments. They play a pivotal role in advancing treatments and allowing health-care professionals to better understand medications’ lasting effectiveness and side effects. Clinical trials offer Manitoba patients “tomorrow’s treatments today” right here in our province