



MEDIA ADVISORY

Weekend Warriors Celebrate 'Pinktober' at the Hard Rock Cafe

OTTAWA, ON (October 26, 2009) – In celebration of the Weekend to End Women's Cancers, which benefits the Ottawa Regional Cancer Foundation, the Hard Rock Café will be hosting The Weekend Pink Masquerade Ladies night on October 29.

The evening kicks off with a complimentary Pink Martini courtesy of SKYY Vodka, followed by a live auction – featuring an autographed pink guitar signed by Sarah McLachlin. Dr. Fung Kee Fung, head of the Division of Surgical Oncology at the University of Ottawa/Ottawa Hospital Cancer Centre, will be on hand to share information on the latest news in research and patient care.

Guests will be entertained by live performances from Jill Zmud and Tara Halloway, and prizes will be awarded for the best dressed masqueraders. One lucky guest will walk away with a Pink Pearl courtesy of TELUS.

When: Thursday, October 29, 2009

Time: 6pm

Where: Hard Rock Café @ 73 York Street, Byward Market

Why: To celebrate the millions of dollars raised at the Weekend to End Women's Cancers. Money raised goes to fight all women's cancers and remains in our community to help local cancer patients.

About the Ottawa Regional Cancer Foundation

The Ottawa Regional Cancer Foundation is dedicated to increasing cancer survivorship in Eastern Ontario. The Cancer Foundation is working to fill the gaps in services for cancer patients and their families and have partnered with local organizations and hospitals to ensure residents have shorter wait times, access to the latest therapies and research, the best possible care close to their homes and overall improved quality of life – which will include the new 'Wellspring Ottawa' Project.

Wellspring Ottawa will provide programming and workshops unique to Eastern Ontario in order to meet the needs of local cancer patients and their caregivers. The programs will cover a wide range of topics including assistance navigating your cancer journey, post treatment, prevention information, individual and group counseling, nutrition, health and fitness, financial planning and assistance, as well as coping mechanisms for dealing with a cancer diagnosis, the disease itself and its effects on patients and family members.

For more information about the Ottawa Regional Cancer Foundation please visit www.ottawacancer.ca or contact 613.247.3527.

About the Weekend to End Women's Cancers:

The Weekend to End Women's Cancers is a two-day event that raises millions of dollars for the Ottawa Regional Cancer Foundation. In 2010, the Weekend will united thousands of men and women who will walk together, fighting all women's cancers, step by step. In 2009 the Weekend raised \$2.1 million for cancer research and care in our community. Registration for the event is now open – call 613.722.7224 or online at www.endcancer.ca

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