

## **CANCER CARE ONTARIO**

Prepare to be Dazzled: The Future Looks Bright!

*Cancer Care Ontario's Spectacular Gala is Open to the Public*

Toronto, Ontario – November 14, 2019. Canadians are invited to attend Cancer Care Ontario's extravagant annual fundraising event in Toronto on November 21<sup>st</sup> alongside highly influential figures in Canada, such as tennis star Bianca Andreescu, and an enchanting performance by Cirque du Soleil to celebrate splendid advances made in breast cancer and other cancers that afflict women.

“‘Will I live?’ When a person is diagnosed with cancer, this is often their first question,” says Dr. Michael Sherar, President & CEO of Cancer Care Ontario. “According to Cancer Care Ontario research, the death rate for all cancers has dropped by 10 per cent in the last twenty years,” he continues.

According to the Canadian Cancer Society, 88 per cent of women diagnosed with breast cancer will survive for at least five years after diagnosis, which is notably better than it was 10 years ago. The money raised, however Canadians choose to support Cancer Care Ontario during the event, will go towards funding research that will immediately impact the lives of patients and to better our notably progressive healthcare system directly linked to women's health.

The fun-filled evening will be hosted by CTV news anchor Lisa Laflamme and will include surprise influential figures that are highly invested and involved in making sure that Canada provides the best health care service assistance to its citizens. The night will spotlight important speakers, such as Dr. Sherar, who received his PhD in Medical Biophysics from the University of Toronto in 1989.

Attendees who manage to grab a ticket starting October 20, 2019 will be automatically entered into a digital silent auction and will get the chance to win a trip for two to New York City thanks to donations provided by sponsors like Air Canada.

Cancer Care Corp has provided the Ontario government with some of the best advances in the health care industry globally. Thanks to Canadians' generosity and their involvement in fundraising initiatives, especially in Toronto's infamous "hallway medicine" industry, together we are working to create the best health systems in the world.

### Boilerplate

Cancer Care Ontario is the Ontario government's principal cancer advisor and a division of CCO. We equip health professionals, organizations and policy makers with up-to-date cancer knowledge and tools to prevent cancer and deliver high-quality patient care.

For more information visit <https://www.cancercareontario.ca/en>

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## **INVERTED PYRAMID**

Essential lead information: 5 w's

- Who: Cancer Care Ontario
- What: Fundraising event –
- When: November 21
- Where: Toronto
- Guest speaker: Canadian tennis star Bianca Andreescu
- Entertainment provided by Cirque de Soleil

Important details supporting the right info:

- According to Cancer Care Ontario research – the death rate for all cancers has dropped by 10% in the last twenty years
- 88% of women diagnosed with breast cancer will survive for at least five years after diagnosis
- Surprise guest speaker (Justin Trudeau)
- Tickets are on sales as of October 20, 2019
- Digital silent auction including donations from Air Canada (a trip to New York City)

Less important details, nice but not essential:

- It's anticipated that approximately 1,500 people will attend
- CEO Dr. Michael Sherar will speak about advances made in breast cancer and other cancers that afflict women
- Host: CTV news anchor Lisa Laflamme

## **PAIBOC**

- Purpose: To build awareness of the event, of Cancer Care Ontario and the work it does in support of women's health
- Audience: Women in Toronto
- Information – 5 w's

- Benefits – showcasing to others that you’re participating in something fun!
- Objections – will it be worth the money? Will it be boring? Is it worth my time?
- Context – background info; what’s going on around audience right now? HOOK?