



FOR IMMEDIATE RELEASE

Natasha MacDonald
Communications Coordinator
1.877.500.7551
nmacdonald@conquercancer.ca

Across Canada People Don Cycling Gear for *Gear Up Day* in Support of the Enbridge Ride to Conquer Cancer

Canada-wide display of unity shows support for the fight to conquer cancer

(October 6th, Montreal) – Canadians from coast to coast donned cycling gear today to show their support for the Enbridge Ride to Conquer Cancer benefiting the Segal Cancer Centre at the Jewish General Hospital. Dubbed “Gear Up Day” the event was a symbolic gesture meant to illustrate that by coming together we can conquer cancer.

"JGH staff and volunteers from departments throughout the hospital are coming together to support the Ride, an event that has raised invaluable awareness in the fight against cancer. The Enbridge Ride to Conquer Cancer caters to cyclists of all levels. They will be fully supported on their journey, from the day they register to the day they ride. I would encourage everyone to visit www.conquercancer.ca and register today." (Alexis Gaipman, Director of Special Events, Jewish General Hospital Foundation)

The Enbridge Ride to Conquer Cancer is one of the most meaningful cycling fundraiser in Canadian history. In Quebec it has raised over \$12 million in just two years.

This year the event will take place on July 9th and 10th with participants cycling from Montreal to Quebec City.

For more information or to register, visit www.conquercancer.ca or call 1-866-996-8356.

About the Segal Cancer Centre

The Segal Cancer Centre is a Quebec leader in implementing a focused and comprehensive approach to fighting cancer through medical treatment, patient care, family support and scientific research. A wide array of interrelated services are grouped in close proximity to one another, including screening and prevention, nutrition and rehabilitation, psychosocial support, symptom management, and public information. This integrated approach is considered by leading international medical experts to be one of the most effective and promising strategies in battling cancer.

About the Jewish General Hospital

Now in its landmark 75th year of providing Care for All, the Jewish General Hospital has been a mainstay of superior medical treatment for many generations of patients from all backgrounds in Montreal, throughout Quebec and beyond. Drawing on its expertise and experience as one of the province's largest and busiest acute-care hospitals, the JGH is committed to improving the level of care for all Quebecers through close collaboration with the government and its healthcare network. In this anniversary year, the Jewish General Hospital has also redoubled its commitment to ensuring that patients receive care of the highest quality in a clean, safe environment. The JGH has been able to deliver these pioneering and innovative services by strengthening its role as a McGill University teaching hospital, expanding and upgrading its facilities, and pursuing cutting-edge studies at the Lady Davis Institute for Medical Research. For more information, please visit jgh.ca.