



Fundraising expeditions all around the world
to support cancer research

Explore the unknown and move for cure!

« Exciting challenges
await you! »

*Stéphane Rousseau,
Spokesperson*



Mont Blanc Tour - June 5th - 13th 2011



The Way Of St.James - August 21st - September 6th 2011



Machu Picchu Trek - August 31st - September 9th 2011



Amsterdam Marathon - October 13th To 18th 2011

To Register:
www.CancerResearchSociety.ca
1 888 766-2262

What is the CRS Challenge?

The CRS Challenge is a fundraising expeditions program in support of cancer research. These expeditions allow adventure sport buffs to conquer physical challenges through courage, effort and perseverance. They can register in international sport challenges in honour of a cancer hero (a person who is suffering from this disease or who has once suffered from it conquered it). Their cancer hero can be someone they already know, or the Cancer Research Society can match a hero to a participant.

A complete training program is included in this challenge to physically prepare participants and ensure success. In addition, professionals such as a nutritionist, an expedition specialist, a trip advisor and a fundraising advisor are available to participants in order to support them in both their physical and fundraising challenges.

A Spokesperson concerned by the cause: **Stéphane Rousseau**

“Having been touched closely
by this disease, I have decided
to get actively involved in the
funding of cancer research.
Join me and sign up for the
CRS Challenge!”



In 2011, the program includes four destinations:



Mont Blanc Tour

June 5th - 13th 2011
Amount to raise
in order to take part
in the expedition:
\$7,000



The Way Of St.James

August 21st -
September 6th 2010
Amount to raise
in order to take part
in the expedition:
\$9,600



Machu Picchu Trek

August 31st -
September 9th 2011
Amount to raise
in order to take part
in the expedition:
\$8,000



Amsterdam Marathon

October 13th To 18th 2011
Amount to raise
in order to take part
in the expedition:
\$6,500

Check our website for upcoming news on our 2012 destinations

www.CancerResearchSociety.ca

Who are we?

Founded in 1945, the Cancer Research Society (CRS) is a national non-profit organization whose sole mission is to fund cancer research exclusively and to offer seed money for the most promising original ideas, projects and researchers across Canada.

What are our goals?

We want to better the understanding of the causes of cancer, develop more efficient treatments and improve quality of life for patients. Our actions aim to protect the population by preventing the disease and ensuring awareness of cancer research.

Do you know that...

- Cancer is the leading cause of mortality in Canada. (Statistics Canada normalized data).
- Close to 470 new cancer cases are diagnosed each day in Canada.
- Approximately 1 out of every 4 Canadians will die from cancer.

Source: Canadian Cancer Statistics 2009

Why choose the Cancer Research Society?

- Because the CRS possesses scientific expertise in administering the grant applications it funds – A point of reference for others.
- Because the CRS finances research on all types of cancers and supports the best researchers in hospitals and universities throughout the country.
- Because with its Environment-Cancer Fund™, the CRS is a forerunner in its initiatives to fund research to identify the causes of cancer in our living, occupational and leisure environments.

You are faced with a challenge...

Be one of the visionaries who will actively contribute to the fight against cancer by helping our researchers to find permanent solutions to eradicate this terrible scourge.

Participate in the challenge

Take part in one or several of the 2011 expeditions. Partner up with a cancer hero that you know or the CRS can partner with you if needed; You will both be part of a huge challenge, pushing your personal limits. In participating in an expedition of this kind, you will honour your hero with your sporting achievement. Through the fundraising you will accomplish with this program, you will also be giving your hero the hope of a better life. Your support of cancer research will make all the difference!

Support the program

The Cancer Research Society invites you to encourage and support the ambitious and dedicated men and women who will participate in the 2011 CRS Challenge. This project has one single and important goal: to beat cancer. Get involved as a financial partner, a gifts and services partner or a donor. Your financial participation is the foundation of this program and will allow our researchers to go from research to application, a huge challenge in the fight against cancer and something that touches all those affected by this terrible disease.

*Cancer Research Society
CRS Challenge Program
625, President-Kennedy Avenue, Suite 402
Montreal, QC H3A 3S5*

Tel: 514 861-9227 or 1 888 766-2262, ext. 228
Fax: 514 861-9220
Email: TheCRSChallenge@src-crs.ca

For more information on CRS Challenge, please visit our website at

www.CancerResearchSociety.ca

HERE IS HOW « I MOVE FOR THE CURE »

I wish to receive information on one or several of the following destinations:

- Mont Blanc Tour – June 5th - 13th 2011
- The Way Of St.James – August 21st - September 6th 2011
- Machu Picchu Trek – August 31st - September 9th 2011
- Amsterdam Marathon - October 13th To 18th 2011

I wish to receive the partnership plan because I would like to support the program as a:

- Financial Partner
- Gifts and Services Partner
- Donor

Mrs. Ms. Mr.

Surname: _____

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

Province : _____

Postal code: _____

Tel.: _____

Cell.: _____

Email: _____

Mail to:

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