



Canadian Société
Cancer canadienne
Society du cancer

ALBERTA / NWT DIVISION

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Everyone has a reason.
What's yours?



Edmonton – Everyone has their own reason to fight cancer. The reality is that two out of five Canadians will be diagnosed with cancer in their lifetimes, so the disease affects all of us in some way.

The Canadian Cancer Society *Reach for a Cure* helps individuals and corporate or school groups to fight back in their own way. The program provides independent fundraisers with everything they need to host their own event – big, small or in between.

“All of us have faced this devastating disease directly or through a friend or family member and it’s time for us to stand up and join the fight”, **Stephane Labonne, President, Edmonton Basketball Officials Association (EBOA).**

EBOA vs. Cancer: “Basketball Referees Fight Back”! This year, the EBOA is joining the fight against Cancer. To show their support both on and off the Court, all EBOA Officials and other basketball officiating boards throughout the Province of Alberta, will be donning Fox40 **Pink Whistles** for **all games** during the week of **February 1-7, 2010**. This includes the University of Alberta Bears and Pandas basketball games scheduled for January 29th & 30th and all Alberta Colleges Athletic Conference basketball games scheduled for February 5th & 6th. The contribution, expected to be almost \$3,000, will be made to the Canadian Cancer Society during the 2010 Tri-Prov Senior High Boys and Girls Basketball Tournament at Harry Ainlay High School [February 4-6].

To donate to the Fight, please follow the link provided:

<http://convio.cancer.ca/Goto/EBOAvsCANCER>

All proceeds from *Reach for a Cure* fundraisers go to the Canadian Cancer Society, your best partner in the fight against cancer. The Society supports the fight against all cancers and when you donate to the Society, your money is funding:

- the best cancer research in the country
- support programs for people living with cancer
- cancer prevention initiatives
- advocacy for healthy public policies
- comprehensive information for all Canadians

Last year, independent fundraisers collected more than \$3 million through the Canadian Cancer Society *Reach for a Cure* program.

About the Canadian Cancer Society

The Canadian Cancer Society is a national, community-based organization of volunteers and employees whose mission is the eradication of cancer and the enhancement of the quality of life for people living with cancer. When you want to know more about cancer, visit our website at cancer.ca or call our toll-free, bilingual *Cancer Information Service* at **1 888 939-3333**.

For more information, please contact:

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About the Edmonton Basketball Officials Association

The Edmonton Basketball Officials Association is an organization of approximately 220 members whose objectives include representing the interests of basketball officials in the Edmonton area, facilitating the development of new officials and recruiting and developing new officials. To learn more about the EBOA, or to become a member please visit our website at www.theeboa.com.

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