

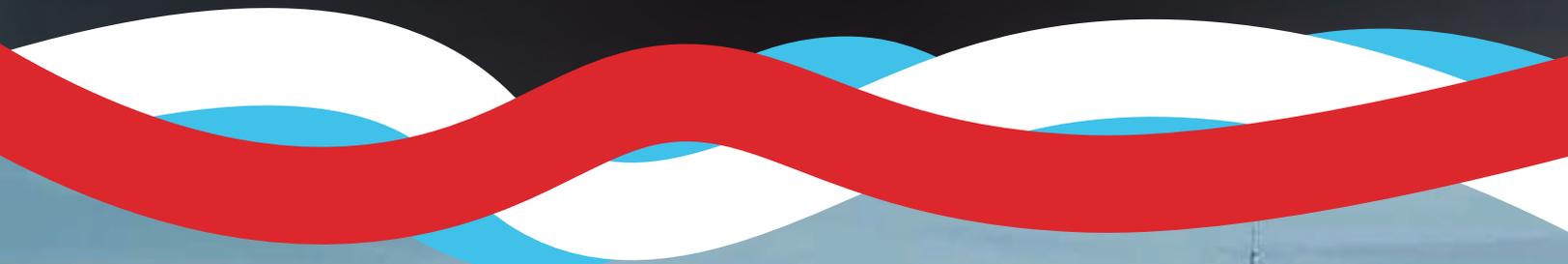


Toronto
Triathlon
Festival

In Support Of:

Princess Margaret
Cancer Centre  UHN

TTF NEWSLETTER



Rush Hour Redefined JULY 23, 2017

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TEAM PMCF AT THE TTF

WHAT IS IT?

Princess Margaret
Cancer Centre  UHN

Want to be a part of something bigger than yourself?

Want to join a community “doing good” while pushing for your own moment?

If yes, then this new team might just be for you.

The Princess Margaret Cancer Foundation (PMCF) and the TTF have created “Team PMCF”.

It aims to bring newbies and veterans together in a supportive environment while at the same time raising funds for any cancer research area at Princess Margaret Cancer Centre.

(Please Note: Any participant can create a fundraising page either as an individual or as a team. A TTF athlete does not need to formally join Team PMCF in order to fundraise for the Foundation.)

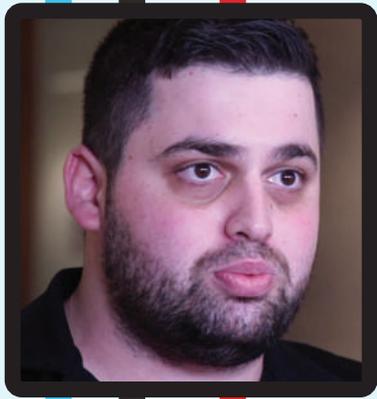
As a member of Team PMCF, you'll have the opportunity to receive various benefits, including the following:

- Ability to direct the funds you raise to any specific area of cancer research at Princess Margaret Cancer Centre
- Support in creating your own personal fundraising page
- If you raise \$500, receive your TTF race entry fee back
- Free Open-Water-Swim Familiarization Clinic in Lake Ontario, at Cherry Beach, courtesy of the Toronto Triathlon Club, likely on a Monday evening, in the late June / early July timeframe

There are other fundraising level thresholds with associated benefits and they are outlined on the TTF website.



For more details, please visit:
<https://goo.gl/qwShJW>



MICHAEL'S STORY

Michael Morozov



July 23rd not only marks TTF Race Day, but for many it is a deadline-day to make their dreams come true. One of those passionate athletes is Michael Morozov. This year Michael is participating in the TTF for a very special purpose. Earlier this year Michael unfortunately lost his grandmother to cancer and is participating in the triathlon in her memory.

Michael is taking it on himself to improve his personal health and is aspiring to lose 80 pounds in preparation for the race, training with Simon Whitfield himself. For every pound he loses, Michael will donate \$100 to The Princess Margaret Cancer Foundation, the charitable partner of the TTF. He hopes to raise, along with matching, close to \$50,000.

“Having recently become a father, I wanted to take immediate steps to improve my health,” said Michael Morozov, President and CEO, Gold Standard Property Care. “The TTF and Simon present a fabulous opportunity for me to hopefully inspire my family, friends and employees to also take on more active lifestyles, and at the same time, raise meaningful funds for The Princess Margaret, a hospital that is near and dear to my heart.”

Michael hopes to inspire more athletes to pursue their dreams and to take part in the triathlon. Join Michael and many others like him on July 23rd at the Toronto Triathlon Festival!

Follow Michael's journey at www.GivingBackGold.ca



TERRY'S STORY

Terry Clarke

The TTF sat down with Terry Clarke, the top fundraiser for Joe's Team in 2016, a race formerly affiliated with The Princess Margaret.

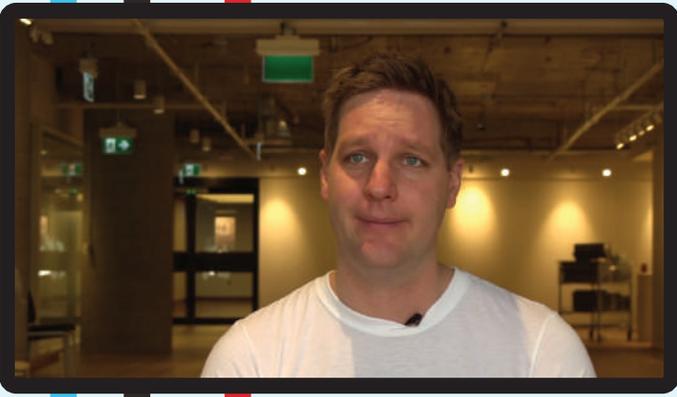


Last year was a big year for Terry. Terry was diagnosed with cancer in December of 2014, went through chemotherapy and a stem cell transplant in 2015, then in March of 2016 he went through surgery. Amazingly, only 4 months later Terry took on and finished the triathlon.

"The amount of people who want to give to cancer (causes) blows your mind," Terry said. "When you're going through cancer, you feel so alone, and when you get involved with triathlons that sponsor foundations like The Princess Margaret, there's so much giving."

"People are happy, smiling; they're there for all the right reasons and it makes a person feel good," Terry said, referencing the positive atmosphere on race day. "Coming across that finish line was... it was euphoria; it was crazy; I came across with my hands raised in the air; I also have a picture of my wife and I hugging at the finish line and it's probably my favourite picture." He went on to say.

Terry's story is both emotional and inspirational, and to see his story in more detail, please watch his video here: <https://youtu.be/xeZ6rgCBiV8>



CLAYTON'S STORY

Clayton Atto

The TTF caught up with triathlete, Clayton Atto, Donor Manager at The Princess Margaret Cancer Foundation.

Clayton participated in Joe's Team, a race formerly affiliated with The Princess Margaret, for 5 straight years. He participated in the triathlon with his family, taking on the relay option and described it as something that they always looked forward to every summer. Clayton's favourite part of racing is challenging himself physically but at the same time, he enjoys having a blast and raising a ton of funds for The Princess Margaret Cancer Foundation.

Elaborating about the TTF specifically, Clayton said, "The fact that this triathlon is in Toronto is something that I'm really liking. It allows me to have a chance to train, since I'm more of a weekend warrior."

"This fundraising helps to turbo charge cancer research. It means that treatments get into the clinics faster, meaning better treatment for cancer patients today and for tomorrow... at The Princess Margaret and across Canada," Clayton said.

To learn more about this inspirational story, please watch his video here: <https://youtu.be/WcCfulkAXIY>



LEARN MORE ABOUT THE PRINCESS MARGARET CANCER CENTRE

Princess Margaret
Cancer Centre  UHN

Top 5 Cancer Research Centre in the World

The Princess Margaret Cancer Centre has a history of research excellence, discovery and innovation. The Princess Margaret ranks 2nd in research performance, has a world leading clinical trials program, and the expertise to treat the over 200 types of cancers including the rarest forms of the disease.

The Princess Margaret is proud to lead the way in the creation and delivery of the new gold standard in cancer care: Personalized Cancer Medicine. The revolution that is occurring in cancer diagnostic therapies, called Personalized Cancer Medicine recognizes that each patient's cancer is unique and tailors each patient's treatment to the exact type and stage of their tumour.

Personalized Cancer Medicine will allow us to detect cancer earlier, diagnose cancer with more precision, target treatment more effectively and support patients and families through their cancer journey.

Cancer is the leading cause of death in Canada. Trends for 2015 show that 45% of men and 40% of women are expected to develop cancer in their lifetime. An estimated 1 in 4 Canadians is expected to die from cancer.

As leaders in cancer care, The Princess Margaret will continue to deliver breakthrough cancer care innovations and maintain global impact as one of the top 5 cancer research centres in the world.

