

Bay Street Ball event to raise money for research on Colorectal Cancer - the number one cause of non-smoking related cancer deaths in Canada.

Corporate baseball teams play for Toronto Sunnybrook Regional Cancer Centre.

TORONTO, JULY 29, 2006 – *New Leaders of Sunnybrook Foundation* is proud to present the 7th Annual Bay Street Ball. This annual tournament attracts corporate teams composed of investment brokers and support staff from many of Toronto’s leading brokerage firms. Approximately 200 participants will be “playing ball” in support of colorectal cancer research and awareness initiatives by the ***Toronto Sunnybrook Regional Cancer Centre***. The event will take place at Ken Morrish Park in Scarborough on Saturday, July 29, 2006 from 8:00 a.m. to 6:00 p.m. This year’s Bay Street Ball is sponsored by ***Wal-Mart Canada*** and ***DataMirror***.

Dr. Linda Rabeneck, Vice President, ***Toronto Sunnybrook Regional Cancer Centre***, Regional Vice President, ***Cancer Care Ontario***, and a Senior Scientist at the ***Institute of Clinical Evaluative Sciences*** in Toronto, will be in attendance at the event. Dr. Rabeneck and ***Sunnybrook*** are leaders in the field of colorectal cancer research.

Lisa Mollagholamali and Rick Kotick, co-chairs of the Bay Street Ball, are especially passionate about promoting research for and awareness about colorectal cancer. Mollagholamali, whose mother died of the disease, says that “more awareness about the symptoms of colorectal cancer and how to screen for the disease is greatly needed. In Ontario, screening for colorectal cancer is generally suggested for people over the age of fifty, when in fact, many of the disease’s victims are in their thirties and forties.” Proper screening and awareness of the symptoms could play a key role in discovering the disease during its early stages, when it can be more effectively treated. As well, more research is needed on ways to treat this disease, which is estimated to kill one in six Canadian men and women each year.

New Leaders of Sunnybrook Foundation is a dedicated group of young, energetic urban professionals who range from 25 to 45 years of age. Through a series of annual, volunteer-run fundraising events, ***New Leaders*** raises awareness about ***Sunnybrook Health Sciences Centre*** and generates funds for research, education and patient care. For more information about ***New Leaders***, please visit: www.newleaders.ca.

Sunnybrook Foundation is dedicated to helping meet the current and future requirements of research, health care, education, new technology and facilities development at ***Sunnybrook Health Sciences Centre***. Each year, the money raised through our organization supports initiatives within and beyond our programs, including: cancer, cardiac, neurosciences, orthopaedic & arthritic, perinatal & gynaecology, trauma, aging and community health. For further information about ***Sunnybrook Health Sciences Centre***, please visit: www.sunnybrook.ca.

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