



NEWS RELEASE

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For Immediate Release

RIDE THE RIDEAU AIMS TO RAISE \$1.8 MILLION IN 2011

(OTTAWA, ONTARIO) – After the tremendous success of Ride the Rideau in 2010 during which participants raised more than \$940,000 in support of cancer research, organizers have announced a 2011 fundraising goal of \$1.8 million.

Last year more than 315 riders cycled the distance. Their fundraising efforts helped purchase a CyberKnife Radiosurgery System in addition to providing vital funds needed to open the Centre for Innovative Cancer Research at The Ottawa Hospital General Campus.

For The Ottawa Hospital Foundation, this year's ambitious target is within reach. Title sponsor Nordion also believes that this aggressive goal is achievable.

"The Ottawa community has demonstrated over the years its commitment to health care and cancer research," says Steve West, CEO of Nordion. "It's an ambitious goal but with the support of our participants and the many who have been touched by cancer, we believe it is achievable to double the size, the funds raised, and ultimately the impact Ride the Rideau will have in 2011."

Ride the Rideau is a 100km bike tour from Ottawa to Merrickville-Wolford in support of groundbreaking cancer research at The Ottawa Hospital. In 2010, more than 315 people took in the inaugural ride and together raised more than \$940,000. For more information about the September 10 event visit www.ridetherideau.ca

The Ottawa Hospital is a multi-campus, academic health sciences centre, serving 1.2 million residents of Ottawa and Eastern Ontario, both in English and French. It provides care for more patients than any other hospital in Canada, and boasts specialty centres in cancer, heart, kidney and vision care, as well as rehabilitation services. For more information, visit The Ottawa Hospital Web site at www.ottawahospital.on.ca.

The Ottawa Hospital Foundation's mission is to inspire and enable people to support the highest quality health care at The Ottawa Hospital and lifesaving research at the **Ottawa Hospital Research Institute**. For more information, visit The Ottawa Hospital Foundation Web site at www.ohfoundation.ca.

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We support



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