



**Thunder Bay Regional
Health Sciences
Foundation**

980 Oliver Road
Thunder Bay ON
P7B 6V4 Canada

TEL: 807 345 4673
FAX: 807 684 5802
TOLL FREE: 1 877 696 7223



**Northern
Cancer Fund**



**Northern
Cardiac Fund**



**Health Sciences
Discovery Fund**

Media Release

For immediate release, June 19, 2009

Athletes of the ice hit the greens to raise funds for cancer research

Homegrown Northwestern Ontario hockey celebrities are setting down their sticks and picking up their clubs in support of the Thunder Bay Regional Health Sciences Foundation's Northern Cancer Fund.

The Freedom 55 Financial Thunder Bay Hockey Celebrity Golf Classic is one of the premiere golf events on the summer schedule. Thirty hockey players will join teams of golfers at Whitewater Golf Course on Thursday, July 23, 2009.

In past years, celebrities including brothers Eric, Jordan and Marc Staal, Mike Richards, Ryan Johnson, Alex Auld, Patrick Sharp, Trevor Letowski, Tayler Pyatt and Jeff Heerema have participated in the Classic, now in its fourth year.

"Count on an equally impressive roster this year," says Tom Mihaljevic, event chair and Director, Business Development for Freedom 55 Financial.

"The tournament has always been enthusiastically supported by the hockey players," he says. "It not only provides them with an opportunity to reunite in the off-season, but also to demonstrate how strongly they support the fight against cancer here in Northwestern Ontario."

The tournament is supported by a \$10,000 corporate contribution from Great-West Life, London Life and Canada Life through *The Key to Giving™*, the companies' national corporate citizenship program. Freedom 55 Financial is the financial security planning division of London Life.

The 2008 tournament raised a record \$38,000, bringing the three-year total raised by the event to almost \$90,000.

This year the tournament features a new element intended to further boost fundraising efforts. "A 'Hall of Fame' sponsorship is up for grabs," explains Mihaljevic. "It entitles the sponsor to the first draft pick of the day - their choice of players to join their team." The second draft pick will go to the highest bidder.

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Glenn Craig, President & CEO of the Thunder Bay Regional Health Sciences Foundation, applauds the outstanding commitment of Freedom 55 Financial and the hockey players. "This year the event will surpass \$100,000 in total funds raised. The impact those funds have on care for cancer patients cannot be understated," he says. "We appreciate the efforts of the organizers, sponsors and volunteers, so many of whom are Freedom 55 Financial advisors, administrative staff and management."

For details on the tournament, updates on celebrity players, photos from past events and more information, visit the new website of the Freedom 55 Financial Thunder Bay Hockey Celebrity Golf Classic, www.thunderbaycelebritygolf.ca.

For information on sponsorship opportunities, please contact Tom Mihaljevic, Freedom 55 Financial, at (807) 343-4788 ext: 522.

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Interviews and photo opportunities will be made available at a Media BBQ:

Thursday, July 23, 2009

12:00 noon

Whitewater Golf Course

For further information, please contact:

Tracie Smith, Communications Officer

Tel: 807 684-7111 Cell: 807 621-9438

Tracie.Smith@healthsciencesfoundation.ca

Marlene Klassen, APR

Assistant Vice-President, Communication Services, Great-West Life, London Life and Canada Life

Tel: 204 946-7705

marlene.klassen@gwl.ca

About Great-West Life, London Life and Canada Life:

Great-West Life is a leading Canadian insurer which, together with its subsidiaries, London Life and Canada Life, serves the financial security needs of more than 12 million people.

As an Imagine Caring Company supporting the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada, Great-West Life, London Life and Canada Life donate a minimum of one per cent of average pre-tax profits to non-profit, charitable and community organizations each year.