



**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  
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### Celebrity hockey players join golfers in fight against cancer

Today Northwestern Ontario's hockey celebrities left their usual gear behind in favour of golf shoes and clubs. 30 homegrown hockey stars participated in the Freedom 55 Financial Thunder Bay Hockey Celebrity Golf Classic in support of cancer care in our region. Funds raised support the Northern Cancer Fund of the Thunder Bay Regional Health Sciences Foundation.

One hockey player joined each team of golfers for 18 holes at Whitewater Golf Course. The celebrity roster included Eric, Mark and Jordan Staal, Alex Auld, Mike Richards, Patrick Sharp, Taylor Pyatt and 23 others.

"Like no other community I've seen, people in Northwestern Ontario support each other and rally around worthy causes," says Mike Richards of the Philadelphia Flyers. "It's great to be here taking part in the fight against cancer in Northwestern Ontario."

This year, golfers participated in a live auction to determine the first draft pick of the day. Eric Staal received the highest bid at \$1,500. While the total amount raised by the Freedom 55 Financial Thunder Bay Hockey Celebrity Golf Classic is yet to be calculated, the event has raised \$50,000 over the past two years.

Freedom 55 Financial, the financial security planning division of London Life, has supported the tournament for the past three years. Staff, management and financial security advisors devote their time and enthusiasm to the tournament to help ensure its success.

Their efforts are backed by a corporate contribution made through *The Key to Giving*<sup>™</sup>, the national corporate citizenship program of Great-West Life, London Life and Canada Life. Through *The Key to Giving*, the companies contribute to non-profit, charitable and community organizations across the country to address health and wellness, education, social services, arts and culture and civic initiatives. *The Key to Giving* program also supports the volunteer involvement of staff and financial security advisors in their efforts to help meet the needs of the communities in which they live and work.

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“We are so grateful to the volunteers, sponsors, participants and hockey celebrities for helping us make this year’s event another success,” says Tom Mihaljevic, event chair and Director, Business Development for Freedom 55 Financial. “Today, we all helped make a difference in the lives of people with cancer in Northwestern Ontario.”

Glenn Craig, President & CEO of the Health Sciences Foundation, is impressed by the effort and dedication put forth by the event organizers and supporters. “The Freedom 55 Financial Thunder Bay Hockey Celebrity Golf Classic is one more great example of this community coming together to support excellence in cancer care in Northwestern Ontario.”

The Northern Cancer Fund raises funds to support cancer awareness, screening, local cancer programs and cutting-edge treatments. Together we are helping to make hope possible.

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For further information, please contact:

Tracie Smith  
Communications Officer, Health Sciences Foundation  
Tel: (807) 684-7111 Cel: (807) 621-9438  
[Tracie.Smith@healthsciencesfoundation.ca](mailto: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](mailto:marlene.klassen@gwl.ca)