



**Thunder Bay Regional
Health Sciences
Foundation**

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**Northern
Cancer Fund**



**Northern
Cardiac Fund**



**Health Sciences
Discovery Fund**

Media Release
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Prostate cancer takes a hit!

Participants in the 8th annual Bell Motorcycle Ride for Dad helped raise \$70,000 (net) in support of the fight against prostate cancer in Northwestern Ontario.

The popular event included the “Roar for the Cure”, a parade of motorcycles, a poker run and a BBQ lunch at The Keg. 245 riders on 190 motorcycles participated today.

John Trevisanutto earned the title of top pledge earner, collecting \$10,050 in pledges. To date John has raised \$53,600.00 in pledges for the Bell Motorcycle Ride for Dad.

As per tradition, local Motorcycle groups the Hogs and the Retreads earlier challenged each other to a fundraising competition. This year, the HOGS were the challenge winners, raising \$23,120.00, while the Retreads collected an impressive \$5,899.00. Both groups are to be congratulated for their outstanding efforts and ongoing support of the Bell Motorcycle Ride for Dad.

As part of the event, participants enjoy the sights in and around Thunder Bay as part of the poker run. Jim Gerrard returned with the top hand and was awarded first prize.

Funds raised at the Bell Motorcycle Ride for Dad support prostate cancer research, education, diagnosis and treatment in Northwestern Ontario. The fundraising event has become a Thunder Bay favourite, raising \$483,000 to date.

Caught early, prostate cancer is treatable. “The Bell Motorcycle Ride for Dad is making a difference,” says Bernie Blake, Chair of the event. “The level of awareness of prostate cancer in our region is significantly higher now than ever before.” Proceeds helped create the award-winning Prostate Man campaign, which brought prostate health to the forefront.

One in six men has a chance of developing prostate cancer in his lifetime, and prostate cancer incidence is expected to increase by 67 per cent in Thunder Bay by 2014.

For the first time in its eight year history, the Bell Motorcycle Ride for Dad raised funds for the new Thunder Bay Regional Health Sciences Foundation’s Northern Cancer Fund, which continues the work of the Northern Cancer Research Foundation.

The Northern Cancer Fund of the Health Sciences Foundation raises funds that are 100% dedicated to support excellence in cancer care in Northwestern Ontario.

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