

MEDIA ADVISORY

For Immediate Release

London Health Sciences Foundation set to launch premier fundraiser in support of cancer care initiatives at London Health Sciences Centre

London, Ontario, February 1, 2006 – London Health Sciences Foundation will open the doors of the exclusive Stork Club this weekend to more than 400 guests for *The Gold Ball* – a new, premier, fundraising event to benefit the thousands of patients and families in southwestern Ontario who rely on the services of the London Regional Cancer Program at London Health Sciences Centre.

The Gold Ball promises an inspirational and elegant, black-tie affair with fabulous food and spectacular entertainment featuring *Mary Wilson of the Supremes*. In its inaugural year, *The Gold Ball* will specifically support women's oncology to provide funding for patient care, education and research into women's cancers including ovarian, cervical and breast, which is the most frequently diagnosed cancer in Canadian women.

The Gold Ball is the result of months of planning and effort by a group of dedicated staff and volunteers, including honorary Chairs Tony and Donna Dagnone, and has been generously sponsored by numerous organizations such as Dalmar Audi, TD Bank Financial Group, GE Healthcare, Bell Canada, Ernst & Young, Johnson & Johnson Medical Products, Standard Parking of Canada Ltd., Schering Canada Inc., CIVA Communications, Baxter, 3M Pharmaceuticals, Siskinds The Law Firm, A Channel, Club Intrawest, AirSprint, Harrison Pensa, and Lighthouse.

For more information about *The Gold Ball*, please visit www.thegoldball.ca

Media are invited to attend to attend *The Gold Ball* cocktail reception for unique photo and interview opportunities.

DATE: Saturday, February 4, 2006

TIME: 5:30 p.m. to 6:45 p.m. (Cocktail Reception)

LOCATION: The Stork Club (Centennial Hall)
550 Wellington Street
London, Ontario

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