



FOR IMMEDIATE RELEASE

U SPORTS Shoot for the Cure back for 11th season

October 25, 2017

TORONTO (U SPORTS) – The U SPORTS Women’s Basketball fundraising initiative to raise money for the Canadian Cancer Society (CCS) - and other related local and provincial charities - is up and running for a 11th straight year.

The Shoot for the Cure campaign has proven an overwhelming success since it was launched in the fall of 2007, with over **\$1.1 million** in donations to date. With the 2017-18 campaign set to tip off Wednesday night, all 47 U SPORTS women’s basketball schools will once again participate in the program for the seventh year in a row.

“Money raised through Shoot for the Cure will be used to fund leading-edge breast cancer research projects aimed at improved treatment, earlier diagnosis and better outcomes for patients,” said Jane Parsons, Regional Executive Director, Atlantic for the Canadian Cancer Society. “We are grateful for the support of U SPORTS and from the women’s university basketball teams across the country. It’s thanks to the generosity of our donors that we are able to make important research discoveries possible.”

U SPORTS schools will raise money through regular season games, tournaments and other special events. A cheque will be presented to CCS – which merged with the Canadian Breast Cancer Foundation (CBCF) in February – during the gold medal game of the 2018 U SPORTS Women’s Basketball Final 8, hosted by the University of Regina.

The fundraising initiative was the brainchild of **Rod Gilpin**, the long-time bench boss of the Bishop’s women’s program, now in his 10th season as head coach of the Gaiters’ men.

A full schedule of Shoot for the Cure events during the 2017-18 season is available on USPORTS.ca.



WE ARE UNIVERSITY SPORT / NOUS SOMMES LE SPORT UNIVERSITAIRE

45 rue Vogell Road, 701, Richmond Hill, Ontario, Canada L4B 3P6
t (905) 508 3000 f (905) 508 4221

USPORTS.CA | Canada



About U SPORTS

U SPORTS is the national brand for university sports in Canada. Every year, over 12,000 student-athletes and 500 coaches from 56 universities vie for 21 national championships in 12 different sports. U SPORTS also provides higher performance international opportunities for Canadian student-athletes at Winter and Summer Universiades, as well as numerous world university championships. For further information, visit USPORTS.ca.
For further information, please contact:

Ken Saint-Eloy

Senior Manager, Communications
U SPORTS
Cell: 647-871-7595
ksainteloy@usports.ca

Alan Hudes

Coordinator, Communications
U SPORTS
Off: 905-508-3000 ext. 242
Cell: 647-991-5343
ahudes@usports.ca



WE ARE UNIVERSITY SPORT / NOUS SOMMES LE SPORT UNIVERSITAIRE

45 rue Vogell Road, 701, Richmond Hill, Ontario, Canada L4B 3P6
t (905) 508 3000 f (905) 508 4221

USPORTS.CA | **Canada**