March 14, 2024

NAME
ADDRESS
Edmonton, AB T1A 2B3

Dear NAME,

The new Arthur J.E. Child Comprehensive Cancer Centre is set to open this fall in northwest Calgary. At over 1.3 million square feet, it will be one of the largest comprehensive cancer centres in North America, and one of the most advanced in the world. But bricks, concrete and windows only tell some of the story of the Arthur Child – it’s what’ll happen *inside* the building that will make it a truly special place.

The OWN.CANCER campaign was launched to ensure researchers, medical teams, prevention experts, patients and families could be brought together in ways never before possible. It has an ambitious goal of raising $250 million in pursuit of a singular goal: bringing cancer care excellence to the 1 in 2 Calgarians who will be diagnosed with cancer in their lifetime. The campaign will empower cancer researchers to explore new and radically different ways of diagnosing and attacking complex cancers, it will enable care teams to put the very latest treatments into practice, and it will provide an environment that allows cancer patients to focus on healing. It also means attracting the very best and brightest experts working in cancer to build their careers in Calgary.

None of this excellence would be possible without the generous support of Calgarians like you.

**We hope you’ll consider activating your passionate customers through a special promotion in support of this important campaign.** We have developed a dedicated website with numerous resources you can download and print to help promote OWN.CANCER in your own way – including photos, videos, newsletter articles and promotional materials. You can find these materials at **owncancer.ca/toolkit.**

On behalf of the entire OWN.CANCER team and its partners – Alberta Health Services, the Alberta Cancer Foundation and the University of Calgary – thank you for considering this request and helping us transform cancer care and treatment for generations of Calgarians to come.

Sincerely,

NAME