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# Newsletter Articles – Direct Ask

**(SHORT – 144 words)**

One of the largest comprehensive cancer centres in North America will open very soon, right here, in Calgary. But a building is just a building. By donating to the $250 million OWN.CANCER campaign for the Arthur J.E. Child Comprehensive Cancer Centre, you can ensure we truly become one of the world’s best hubs for groundbreaking cancer research, advanced cancer treatment, and a destination for the best and brightest working in cancer today. This is your chance to take back some of the power from a disease that has taken so much, from so many. Help the OWN.CANCER team transform cancer care and treatment for generations of Calgarians to come – including someone you know and love. Donate today at owncancer.ca, and, for a limited time, your donation will be matched, up to $250,000, by the Mid Southern Alberta Toyota Dealers.

**(MEDIUM – 273 words)**

The 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 $250 million OWN.CANCER campaign was built to ensure researchers, medical teams, prevention experts, patients and families are brought together in ways never before possible. It 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 enables cancer patients to focus on healing in the best possible environment. It also means attracting the very best and brightest experts working in cancer to build their careers in Calgary.

None of this excellence will be possible without the generous support of Calgarians. By contributing to the OWN.CANCER campaign, donors can help take power back from a disease that has taken so much, from so many. And with 1 in 2 Albertans expected to face a cancer diagnosis in their lifetime, the urgency has never been greater. You can help the OWN.CANCER team transform cancer care and treatment for generations of Calgarians to come by donating today at own.cancer.ca. For a limited time, your donation will be matched, up to $250,000, by the Mid Southern Alberta Toyota Dealers.

# Newsletter Articles – Soft Ask

**(SHORT – 115 words)**

The Arthur J.E. Child Comprehensive Cancer Centre – one of the largest comprehensive cancer centres in North America – will open very soon, right here, in Calgary. It is aiming to become one of the world’s great hubs for groundbreaking cancer research, advanced cancer treatment, and a destination for the best and brightest working in cancer today. The OWN.CANCER campaign was launched by local community leaders to help bring this bold vision to life and to transform the Arthur Child into ‘more than a building.’ Together with Calgarians, they hope the Arthur Child becomes a beacon of hope to those struggling with a cancer diagnosis – today and into the future. The campaign is seeking donations of any amount at owncancer.ca. For a limited time, your donation will be matched, up to $250,000, by the Mid Southern Alberta Toyota Dealers

**(MEDIUM – 245 words)**

The 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 $250 million OWN.CANCER campaign was built to ensure researchers, medical teams, prevention experts, patients and families are brought together in ways never before possible. It 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 enables cancer patients to focus on healing in the best possible environment. It also means attracting the very best and brightest experts working in cancer to build their careers in Calgary.

With 1 in 2 Albertans expected to face a cancer diagnosis in their lifetime, the urgency to support this new facility has increased. Together with Calgarians, the OWN.CANCER campaign team is raising funds to ensure the Arthur Child becomes a beacon of hope to those struggling with a cancer diagnosis – today and into the future. The campaign is seeking donations of any amount at owncancer.ca. For a limited time, your donation will be matched, up to $250,000, by the Mid Southern Alberta Toyota Dealers.