

Top to Bottom

COLON CANCER CANADA PRESENTS TOP TO BOTTOM 2015

LAUNCHING OCTOBER 2015
ccctoptobottom.ca

WHAT IS TOP TO BOTTOM?

This year, Top to Bottom is back and better than ever!

We're excited to announce that the 2015 campaign will build on the success of past years, all with the goal of supporting colon cancer patients in local communities across the country. We are actively recruiting more doctors in potentially more markets to make this year's campaign bigger and better than ever before. The campaign is designed to allow more of the money raised to go directly to the cause.

Canada's colon cancer specialists understand patient needs from top to bottom.

How it Works

Top to Bottom is an opportunity for former patients, caregivers, suppliers, and others connected to the colon cancer community, to express their thanks, and lend their support by making a gift in honour of their doctor.

2014 Successes

40 doctors from 6 cities participated to achieve 1 unifying goal: Putting an end to colon cancer.

The results were unparalleled. Over \$500,000 was raised to support local colon cancer needs in each community, as identified by these doctors.

Our 2014 doctors are passionate about building on their success in 2015, and coming together with their colleagues across the country. They are looking for national and local companies to partner with them in their success.

Where You Fit In

We are looking for corporate partners to support our doctors and their local colon cancer communities while helping us make a huge impact on this disease. Your financial support and reach through your internal and external marketing channels will help make Top to Bottom 2015 even more successful, saving the lives of thousands of Canadians every year.

Be a Top to Bottom 2015 Corporate Partner
 Become a financial sponsor through a national or local match
 Donate products and/or services as additional incentives

How You Benefit

Top to Bottom corporate partners will reach over 10,000 Canadians through Colon Cancer Canada's extensive network, plus thousands more through the personal and professional networks of our doctors. In addition, corporate sponsors will:

- Build key relationships with our country's medical leaders
- Lead on an issue that affects your customers, employees and their families, and, literally, could save thousands of Canadians every year
- Realize greater brand recognition and awareness by aligning yourself with a fun, successful new fundraising initiative with huge growth potential

The campaign launches in Fall 2015 and sponsor opportunities are available now. For more information, and discuss partnership options, please contact:

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