

OFFICIAL MAGAZINE
ANNUAL ISSUE 2015

FIGHT TO END CANCER GALA 2015

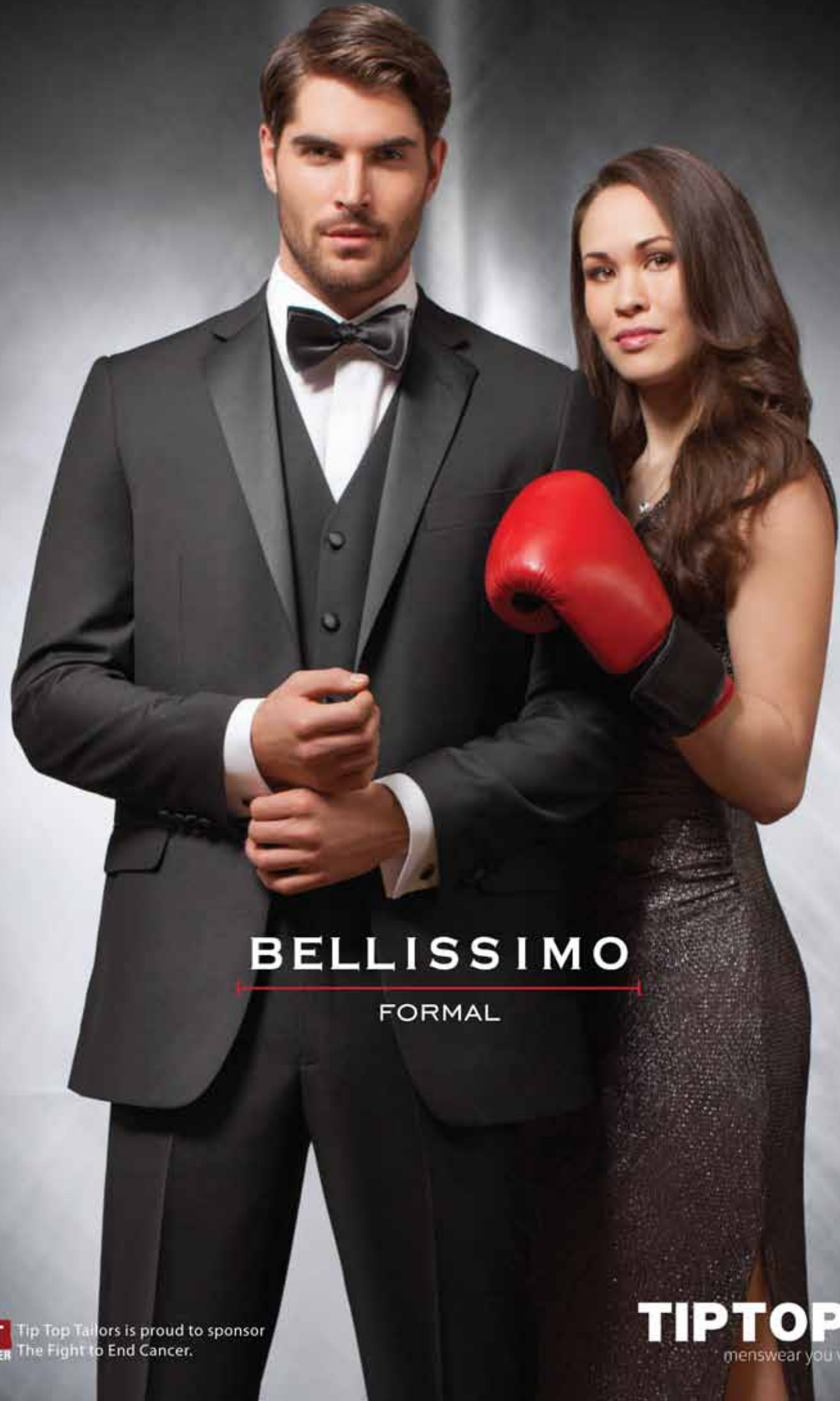
DEFEAT IS NOT AN OPTION



Feature Articles Inside:

- > **The Stuart Scott ESPYs Acceptance Speech**
One of the Network's Best Ever
- > **PUNCH Cancer in the Face** That's the goal for voice actor-turned-boxer Erica McMaster at charity event aimed at beating the disease





BELLISSIMO
FORMAL

TIPTOP TAILORS
menswear you were made for

FIGHT TO END CANCER
Tip Top Tailors is proud to sponsor
The Fight to End Cancer.

ABOUT

THE EVENT

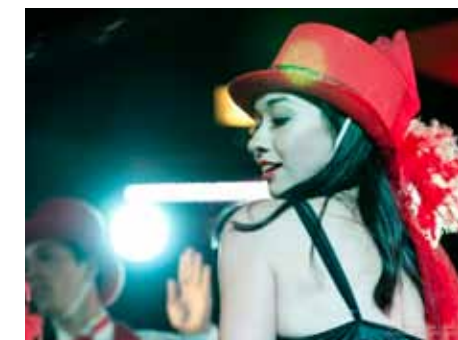
The fourth annual *Fight To End Cancer* took place on Saturday, May 30th 2015, at the Old Mill Inn. This black-tie gala commences with an elegant gourmet dinner before leading into a full evening of Las Vegas-style entertainment. Guests are treated to first-class performances paired with the night's main event – a series of Olympic-style boxing bouts featuring local business leaders and influencers.



THE PURPOSE

Those who have been affected by cancer have had to fight! *Fight To End Cancer* raises funds for cancer research with proceeds going directly to support the **Princess Margaret Cancer Foundations' Urgent Cancer Priorities Fund**. We have chosen to partner with PMCF, not only because they are one of the top five cancer research facilities in the world; but also because of the direct support that they provide to the local Toronto community.

This black-tie gala is just one part of an ongoing fundraising effort, which will continue throughout the year and whose success will, in large part, rely on community involvement and continued media exposure. With these efforts, FTEC is confident to reach its goal of raising over \$1,000,000.00 annually by 2017 to support this cause.



FUNDRAISING INITIATIVES

Thanks to the strong financial and gift in-kind donations from all of our corporate sponsors – coupled with support from local small businesses and community residents – the *Fight To End Cancer* has managed to successfully raise over **\$200,000.00** in support of the Princess Margaret Cancer Foundation, in only four years of operation. The *Fight To End Cancer* is on its way to becoming one of the most recognized and prestigious corporate occasions within Toronto and the surrounding GTA. Our 2015 event is looking to be our most successful year-to-date and it is all thanks to the hard work of our Executive Team & Planning Committee, the hours of dedication of our Fight Team fighters and loyal supporters – like you! It is our intention to continue to grow this event each year, making it one of Toronto's top charity events.

To become involved as a corporate partner or charity fighter, contact: info@fighttoendcancer.com

2014 *Fight To End Cancer* Gala highlights



A NOTE FROM THE FOUNDER AND THE TEAM



Jennifer Huggins
Fight To End Cancer and WAYFF Founder, Executive Director, Kingsway Boxing Club, Owner

Jennifer Huggins began following her dreams at a young age when she devoted nearly the first half of her life to the sport of competitive figure skating. After an unfortunate accident that cut her skating career short; Jennifer turned to the sport of boxing as both a rehabilitation activity and therapeutic tool. Her passion flame grew from there and in 2006 she opened the very successful, Kingsway Boxing Club, boxing gym facility. Through her entrepreneurial ambitions, Jennifer was now given the rare opportunity to work with two of her greatest loves: the sport of boxing and the community.

In addition to all of her commitments, Jennifer traveled the world over the past decade, performing on some of the grandest stages, as an assistant to a professional magician. Through her loves of boxing, business and entertainment, the *Fight To End Cancer* (FTEC) was conceived in 2011. Overseeing the day-to-day development of FTEC as the Executive Director - she, along with her executive planning team, are on a mission to make it one of the top fundraisers, both locally and abroad. Jennifer now divides her time between her role with FTEC, running the Kingsway Boxing Club and her brand new role as an Official for Olympic Boxing at the international level.

Words From Jennifer Huggins

I am commonly asked why I choose to “fight” cancer. The truth is, there are so many causes out there that need to be supported and one day I hope to fight for all of them. However, it is cancer that continues to attack those who mean the world to me – my community.

The *Fight To End Cancer* started as an outlet through which I could bring together all of my passions: boxing, business and entertainment. Developing this unique fundraising event allowed me the ability to try to fulfill my dream of building a stronger, healthier community.

I believe that fighting is in our DNA. It is a skill we develop when dealing with adverse situations. Sometimes, we choose to fight and other times we are forced to. The battle, which one faces with cancer, is much like a boxing match; only the decision to step into the ring was made for them along with their opponent. The team that stands behind a boxer can make, or break their fight. It is no different for someone who is faced with the reality of having to fight cancer.

Cancer does not discriminate. We have all watched, painfully, as it attacks friends and family, both young and old. It tests the limits of, not only the victim, but also of their loved ones. Maintaining the physical strength it takes to go to battle with cancer is something that can take virtually everything out of an individual. However, the burning flame to fight and to win must never be extinguished. Those who can fight – must.

An extraordinary example of how people can make a difference in the outcome of a fight are the people who work at the Princess Margaret Cancer Foundation. They have become a staple in our community and they work to help those who need it the most. Their mission is to “Conquer Cancer In Our Lifetime”. With this monumental task, they not only give hope, they help produce concrete results. The Princess Margaret Cancer Foundation is a team leader in the community who deeply believes in what they do and work tirelessly to accomplish their goals.

Teaming with the Princess Margaret Cancer Foundation has been a dream come true and has inspired me to never fear big challenges. I love to fight, I love people and through the *Fight To End Cancer*, I have found a purpose.

It has been four years since the conception of *Fight To End Cancer* and a team who once consisted of friends and family, now has become an international community and a force to be reckoned with. Fighting together is a metaphor through which we will continue to show our support for those who need it most. Defeat is not an option.



Virgil Barrow 2012 FTEC Main Event, FTEC Fight Team Captain

Coaching the Fight To End Cancer team

When a Fighter walks into a boxing gym with a spark of interest, as a coach you feed that spark so it becomes a flame, You feed the flame and it becomes a fire, you feed the fire and it becomes a roaring blaze. Fighting is 90 percent mental 10 percent physical and all 10 courageous fighters will be 100 percent ready for their battle inside ring. Boxing Hall of fame trainer Eddie Futch who trained fighters such as Joe frazier, Riddick Bowe and Larry Holmes to name a few, once said

“A trainer must understand conditioning and the art of boxing. But more important, he must know the strength and limitations, both mental and physical, of his fighter. No matter how much effort a fighter puts in, there are some things he simply won't be able to do. A good trainer won't try to teach a fighter more than he or she can learn.”



Sean Donovan 2015 Corporate Fighter, PCL Construction

Words from a fighter – Sean Donovan

My name is Sean Donovan, and I'm a 41 year old father of two beautiful girls.

I feel so blessed and so lucky to be doing what I'm doing today, because rather than fighting to survive cancer, I'm fighting to prevent it.

Although cancer is not a disease that has affected me personally, I've seen it affect many of those around me. I've watched friends, colleagues, and co-workers suffer through the pain and anguish that this terrible disease can bring with it. There is nothing I'd like more than to be a part of eliminating that pain and suffering from all of our futures.

So today, although Jason and I are opponents, we and the 8 other fighters associated with this event are all on the same team. We're all here fighting to prevent cancer from affecting anyone else; to eliminate it for good! The *Fight To End Cancer* has been a wonderful and exhilarating journey; and one that has brought me together with some extraordinary people who are very passionate about this cause and what they're all fighting for.

So on behalf of the 2015 fight team, thank you! Thank you for your generous donations, and thank you for joining us this evening. Together, we will continue our fight to eliminate cancer once and for all!



ABOUT
FIGHT TO END CANCER
www.fighttoendcancer.com

Fight To End Cancer is a fundraising event, founded in 2011. We have chosen to partner with the *Princess Margaret Cancer Foundation* because of the direct support they provide within the community. *Fight To End Cancer* is a charity event and brand that was developed by the *What Are You Fighting For (WAYFF) Global Team*. Our goal – for which support from the Toronto & GTA's corporate and community residents is fundamental - is to raise funds for a cause that directly affects the world, in which we live. Let's make a difference now in the *Fight To End Cancer* for a long and successful future for everyone.

ABOUT
KINGSWAY BOXING CLUB
www.kingswayboxingclub.com

You are not in this alone! This is how Kingsway Boxing feels about the battle against cancer. The *Fight To End Cancer* Fight Team proves to those who are fighting, have fought or have been in some way affected by cancer, that **they are not fighting alone!**

We are proud to work with the *Princess Margaret Cancer Foundation* to help *Fight To End Cancer*. It is an honour to be fighting for such a worthy cause!



A NOTE FROM PRINCESS MARGARET HOSPITAL



Paul Alofs
President & CEO,
Princess Margaret, Cancer Foundation

The Princess Margaret
Cancer Foundation UHN

Welcome to the *Fight To End Cancer*, an Olympic style boxing match and black tie gala. The Princess Margaret is pleased to once again partner with this unique event to raise crucial funds for the Highest & Best Research Priorities at Princess Margaret Cancer Centre.

We are so appreciative to have the ongoing support of the *Fight To End Cancer* event organizers and committee. A very special thank you to the men and women tonight, who after months of training, are literally stepping in the ring to *Fight To End Cancer!*

Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world, has achieved an international reputation as a global leader in the delivery of personalized cancer medicine. This new approach to cancer treatment encompasses four key areas – to **detect** cancer earlier, **diagnose** with more precision, **target** treatment for each patient and **support** patients and their families through their cancer journey.

In 2012, The Princess Margaret Cancer Foundation launched a five-year initiative to raise One Billion Dollars and to set the new gold standard in personalized cancer care globally. Thanks to the support of our community, fundraising events and our donors we are now more than half way through this challenge.

Your support and attendance tonight is helping to improve the lives of cancer patients and moving us one step closer to our vision – **To Conquer Cancer In Our Lifetime.**

I hope you enjoy the evening and once again thank you for committing yourself in the *Fight To End Cancer*.

Sincerely,

Paul Alofs
President & CEO
The Princess Margaret Cancer Foundation

**ABOUT THE
PRINCESS MARGARET
CANCER FOUNDATION**
www.thepmcf.ca

The Princess Margaret Hospital Foundation is a member of the University Health Network which also includes Toronto General Hospital and Toronto Western Hospital. These three research-oriented hospitals are also affiliated with University of Toronto.

The Princess Margaret Hospital Foundation raises funds for breakthrough research, exemplary teaching and compassionate care at The Princess Margaret, and has achieved an international reputation as one of the top 5 cancer research centres in the world.

The Princess Margaret combines the clinical excellence of Princess Margaret Hospital with the expertise of its research at the Ontario Cancer Institute, which includes The Campbell Family Cancer Research Institute.



Business: 647.930.4999
Mobile: 647.205.7690
E-Mail: info@dayritphotography.ca
www.dayritphotography.ca

Portraits . Events . Engagements . Weddings

PRODUCTS SERVICES
CUSTOMIZED • DESIGN • PRODUCTION

Restoration of Antiques & Memorabilia

www.motorware.co

Web Development that's
just different... **geek oracle**

RG speed control devices ltd.
Service in Motion

JOIN US

WOODBIDGE, ON
1.800.265.5304 www.rgspeed.com

**Rent the Dress,
Donate the Rest!**

Need a dress for The Charity
Boxing Gala?
Rent a dress from Rent frock Repeat and
they will donate 10% of each rental cost
back to Fight To End Cancer!

code: FTEC
rentfrockrepeat.com

**No Dog. No Pony.
No Bull.**

Off to Market Inc.

Strategic thinking &
tactical executions in any medium.

offtomarket.ca

WORDS FROM WHAT ARE YOU FIGHTING FOR AND OUR SUPPORTERS



What Are You Fighting For

www.wayffglobal.com

What Are You Fighting For (WAYFF) Global is the parent division of the *Fight To End Cancer*. We are determined to inspire our community to become passionate about local volunteerism and recognizing their power to make a difference. In addition to annual events such as *Fight To End Cancer*, which raises money for charity; WAYFF is currently working toward setting up brand new corporate and charity events, scholarship funds, school and corporate fitness programs and an array of other initiatives. We hope to make our mark in this world by showing others how to make theirs.

“Your Company” – What Are You Fighting For

If you are in attendance at the *Fight To End Cancer* Gala, then you are enjoying one of the many services offered by What Are You Fighting For (WAYFF):

- Corporate Event Planning & Fundraisers
- Concerts and Variety Shows
- Conferences & Corporate Team Building Programs
- Educational and Sports Programs and Outreach



Jim Mosher
Landscape Plus Ltd

I cannot begin to express how proud Landscape Plus Ltd is to be a part of The *Fight To End Cancer* Gala 2015. The fact that cancer ever increasingly takes our spouses, sisters, brothers, parents and friends is undeniable. The opportunity to assist Princess Margaret Hospital in this battle is an honor.

Community support has been a big part of Landscape Plus culture for the past 30 years. Giving back and stepping up for various charities and school causes has always been part of who we are. Each day I have the great pleasure of being surrounded with quality people who infuse their work with creativity, vision and passion. The atmosphere is one of dedication, support and respect. Dovetailing these qualities with a cause as noble and worthy as The *Fight To End Cancer* is a perfect fit.

We look forward to being a part of such an important event and tip our hat to all the supporters, volunteers and fighters. It is indeed an honor to stand beside you.



Ralph Strachan
Stronco Group of Companies

AV-CANADA is pleased to support this great cause, first as a Corporate Member of the Community and secondly, as a Company that has had many of our employees personally touched by cancer.

No one is immune - we all know someone, either family, friends or co-workers - who has been affected by Cancer in one way or another.

Jennifer and the entire team she has assembled are to be congratulated on their dedication to the end result of Knocking Out this disease in its many forms. The need for ongoing funding to accomplish this goal remains front and centre in all our minds.

AV-CANADA has supported many cancer-related charities over they years - we encourage everyone to contribute in any way they can and in the hope that someday we can all live without the fear of cancer.



Craig Samuel
S1 Studios Toronto

Nowadays, most people I know have been touched in some way by the Big C, and therefore its on the must sponsor list when it comes to charities. Having worked many years to build my company, one of my great joy's is giving back to individuals and causes.

When you can sponsor an important cause, such as the *Fight To End Cancer*, and have fun at the same time doing it, and attending an exciting Charity Gala, its not a hard choice to get involved.

Everything that S1 stands for is based on quality, and we are attracted to the event for its cause, fun nature, and the fantastic team that makes this a reality.

We are very happy to be a sponsor for the *Fight To End Cancer*.

Go Team FTEC!



Andrew Young
Geek Oracle

Last year, I boxed in the *Fight To End Cancer*. It was an amazing experience, from six months of training to fight night itself. FTEC pushed me out of my comfort zone and I deeply appreciate the opportunity to simultaneously enhance my life experience and contribute to a worthwhile cause. And why did I do it? I fought because I believe in a future without cancer. I fought for all those in my life who have been touched by the disease and I fought for all those in the future who will fight for their very lives. At Geek Oracle, we proudly support FTEC and encourage everyone to get involved to end cancer once and for all. Geek Oracle has supported FTEC from its inception and we are excited to see this spectacular event growing every year! We believe that we can end cancer in our lifetime. You may not want to get in the ring - but there's a place for all of us in this war. Let's fight with everything we've got!



PERFORMERS



Steve Patterson
Master Of Ceremonies

Steve Patterson has been a professional headliner since 1997 and has taped numerous national television specials in the past decade including four Just For Laughs galas. His performance in 2010 earned him a Gemini nomination and caused host Steve Martin afterwards to exclaim “If I’d have known he was going to be THAT good, I would have cancelled him.” Following that performance, Patterson was name Best Male Stand-up Comedian at the 2011 and 2013 Canadian Comedy awards and most recently has been nominated for the 2015 Canadian Screen Awards as Host on HGTV’s “I Wrecked My House”. If you missed his nationally toured theatre show entitled “This is Not Debatable”, it is available on iTunes but Steve will be back on stage with a brand new 90 minute show expressing all the opinions he doesn’t

get to express as the moderator of The Debaters in “I Laugh Therefore I Think”. Visit stevepatterson.ca for more details.

Exclusive booking agent for
Steve Patterson.

**Proud partner of
the Fight To End Cancer.**

**Because Laughter is the
2nd best medicine. But
the best medicine is still
medicine administered
by qualified doctors.**

Contact:
Nancy: info@funnypaddy.ca



Barry Pletch
Ring Announcer

A former concubine of community theatre, Barry has worn a few hats while honouring Dionysus. He is best known for performing in numerous “Guys & Dolls” productions and for meeting his wife while stepping into the play “Wrong For Each Other”. Other credits include Director of WLT’s “Jitters”, uncredited Asst Music Director in EMP’s “Funny Thing.. Forum”, Danny Zuko in “Grease” and as a sword wielding John Barrymore in “I Hate Hamlet”. Barry last performed on stage earlier this year in the exciting and secretive Confidential Music Theatre Project playing a variety of roles in the classic “Bells Are Ringing” - not too many times he can wear a sombrero on a subway carrying salami and singing a song. Barry jumped at the opportunity to return as *Fight To End Cancer’s* Ring Announcer to witness these extra ordinary people become passionate heroes.



Inner Truth Taiko Dojo
Drum Team

What is the alchemy that occurs when an amazing group of women come together in community, apply complete focus and inner strength, nourish mind, body and soul through rituals of yoga, chi kung and meditation, to create the power and beauty of sound? INNER TRUTH TAIKO DOJO.

Inner Truth Taiko Dojo performs at music events, as well as, community events. Through story-telling and performance; they bring the history and joyfulness of taiko into public schools. Performance Highlights include: Muhtadi International Drumming Festival, The Toronto Zen Centre, “Gobsmacked” at Harbourfront Centre, Around the World Festival, Canadian Labour Congress Conference, Alpha Alternative School, Ontario Secondary School Teacher’s Federation Conference, Artrageous! - Fundraiser for expressive arts therapy school ISIS, various women’s shelters and private ceremonies.



WAYFF Global Team

The Production Team works throughout the year on producing top-notch shows comparable to none. Let our team produce your next corporate event, fundraiser, theatrical production or offer our consulting services.

Contact us to book entertainment for any corporate, fundraising, sporting or variety events

www.wayffglobal.com
info@wayffglobal.com
416-234-0075

WAYFF Support Team

Betty Ann Mosher
Lynn Mosher
David Charchallis
Kate Hillier
Jordana Lloyd
Christopher Barnes

WAYFF Production Team

Executive Producer
Jennifer Huggins

Legal Advisor
Diana Forgione

PR Director
David Kelly

Social Media Director
Rachel Martin, PiNkbear

Principle Photographer
Al Quintero Photographer

Production Director
Robert Gorican

Stage Manager
Julie Van Duzen-Nantes

Fight Team Captain
Virgil Barrow

HAVE AN UPCOMING EVENT? WE DO THAT!

SPECIALIZING IN CORPORATE EVENTS, PRIVATE EVENTS
& MUCH MORE

**CONTACT US
TO GET STARTED!**

P: 905-731-7722
F: 905-731-4792
WWW.SUPERFLYENTERTAINMENT.COM
INFO@SUPERFLYENTERTAINMENT.COM

SUPERFLY ENTERTAINMENT IS THE PIVOTAL SOLUTION FOR ALL OF YOUR EVENT NEEDS.





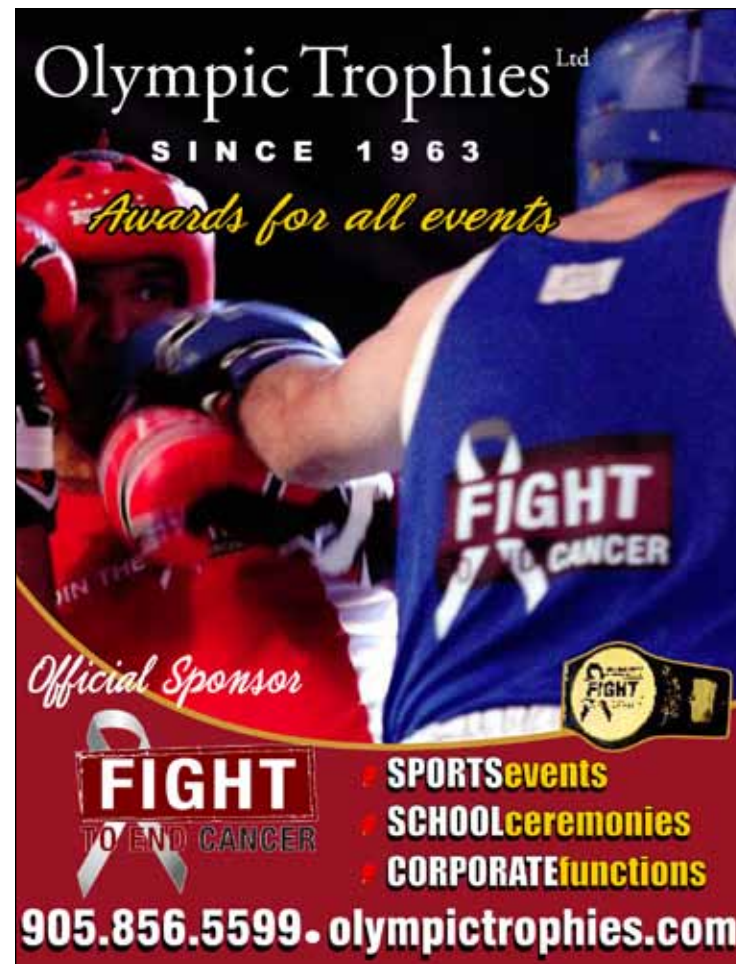
LP

Landscape Plus Ltd.

Creating Elegant Outdoor Spaces

For Over 30 Years

www.landscapeplus.ca



Olympic Trophies^{Ltd}

SINCE 1963

Awards for all events

Official Sponsor

FIGHT TO END CANCER


- SPORTS events
- SCHOOL ceremonies
- CORPORATE functions

905.856.5599 • olympictrophies.com

NEED A BIKE?

You don't need to fight for a good deal on a bike.
Bring in this ad and don't pay the tax.

3731 Lake Shore Blvd West, Toronto 416-259-2453

 **OXYGEN BIKE CO**



KIMURAWEAR^K

I am An Athlete

PROUDLY

EST. 2006 WWW.KIMURAWEAR.COM



Hug your home.

At Cenury 21 Brown , we put our heart into finding the perfect home you will fall in love with.
Happiness is you feeling all warm and fuzzy.

Call Glenn McGuire
Broker of Record
416 -232 -2100
Free appraisal and air miles included.


 **Century 21**
BROWN LIMITED
Love your home.


Proud to be associated with the Fight to End Cancer.

OLDMILL TORONTO

Escape the Ordinary
For Your Meetings & Conferences

When Setting, Ambiance & Versatility are Important!



 **OLDMILL TORONTO** EST. 1914

T 416.236.2641 • F 416.236.0311
21 Old Mill Road, Toronto, Ontario M8X 1G5
info@oldmilltoronto.com • oldmilltoronto.com

eagle Proud to support
Fight to End Cancer 2015



High **Altitude** Staffing

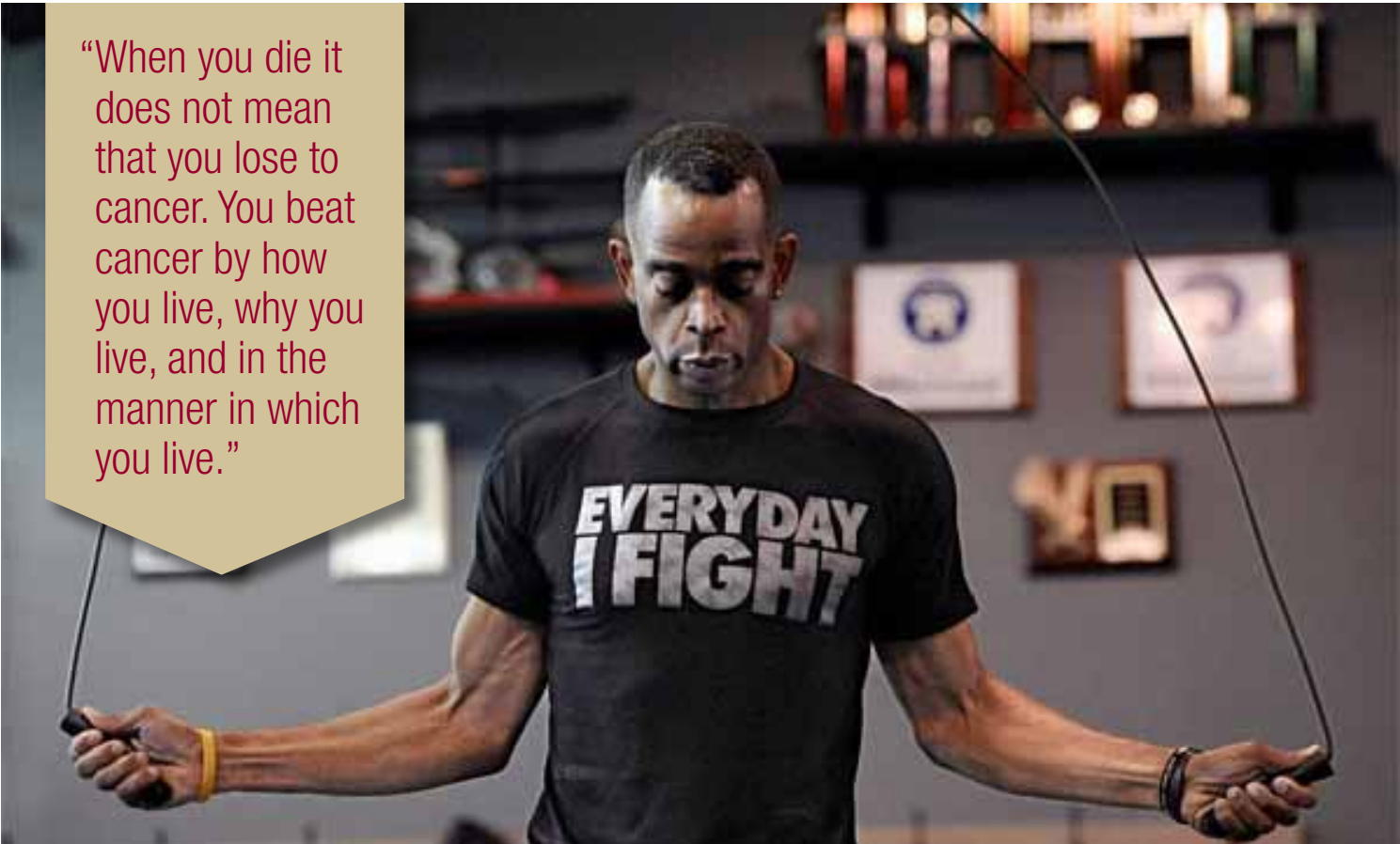
67 Yonge Street, Suite 200
Toronto, ON M5E 1J8
1-866-78-NESST (63778)
NESST@eagleonline.com
www.eagleonline.com

 **BEST MANAGED COMPANIES**
Platinum member

The Stuart Scott ESPYS Acceptance Speech

One of the Network's Best Ever

Article Courtesy of Forbes.com
Author: Roger Groves



“When you die it does not mean that you lose to cancer. You beat cancer by how you live, why you live, and in the manner in which you live.”

The 22nd annual ESPY Awards ceremony just helped raise \$6.5 million this year for cancer research, three times last year's amount. Over \$23 million has been raised since the Jimmy V Foundation took root on the blockbuster sports network of ESPN.

In 1993, the year that the foundation's namesake, Jimmy Valvano died of cancer, Stuart Scott joined ESPN as a promising young journalist. He changed the tone and language of sports broadcasting, making it more true to the source points with a “boo-ya” and a courageous quip from the ‘hood in almost every sportscast. But for the last 7 years Scott has battled a rare form of cancer.

He received the Jimmy V Award this year. His acceptance speech was one for the ages, one we can all turn to in an hour of need, or whenever we send out invitations for our own pity party.

He started with axioms that we should all know but lose in the hassles of daily life. One was: “Our life's journey is really about the people that touch us.” Another was a show stopper.

The show stopped due to applause. And perhaps many paused to privately remind themselves that what we do for others is worth more in the end than what we do for ourselves.

And when we get sick or tired or both, we should remember Scott's words:

“Fight like hell. And when you get too tired to fight, then lay down and rest and let somebody else fight for you... I can't do this ‘Don't Give Up’ thing all by myself. I got thousands of people on Twitter to encourage me.” I thought, “So maybe there is something redeeming about Twitter after all. What I really thought was, “And I'm complaining about being tired because of a 7 am conference call?”

And then he added what many would not have expected, giving credit to the humans, rather the hearts, inside the corporate suits.

“I've got corporate executives, my bosses... this is true... who will text message me... and say ‘hey a, heard you had chemotherapy today, want me to stop by and pick you up something to eat and bring it to you?’”.

“Whose boss does that?” he said with a laugh.

His prideful answer was, “My bosses do that.” ESPN could not have paid for better goodwill advertising at any price than those few words.

He had a 7 day stay at the hospital before this occasion and did not know if he would be able to attend. In his words, “I had liver complications. I had kidney failure. I had 4 surgeries in a span of 7 days.” He said during that hospital organ crash he couldn't fight. But returning to his multi-layered theme, he said others fought for him. The doctors fought. The nurses fought. His family slept there on a cot by his side

with no blame to anyone for the related discomfort.

He had tubes in every part of his body. And to make sure the reality stayed on stage yet talking like it was in the living room, “Guys when I say every part of my body, I mean E-V-E-R-Y part of my body.”

His humor was irrepressible but no one could laugh. So he talked about crying. Unlike the image of most ESPN sportsmen, Stuart admitted in full vulnerability, “I needed to cry.”

If there was still a dry eye in the house at that point, the drought ended when he started talking about his two daughters. “You two are my heartbeats” he said. And with emphasis on every syllable, he added, “I am standing on this stage tonight because of you.” Then he looked at the youngest and said “Give me a hug because I need one.” I thought of my two daughters with heightened appreciation.

He ended with a thought for the rest of us, not himself. “Have a great rest of your life.”

In a span of 14 minutes, Stuart Scott gave us all a recyclable remedy for a bigger picture beyond whatever discomfort or discontent we now feel. For that, Stuart, I thank you.



LOS ANGELES, CA - JULY 16: Actor Kiefer Sutherland presents TV personality Stuart Scott with the 2014 Jimmy V Perseverance Award onstage during the 2014 ESPYS at Nokia Theatre L.A. Live on July 16, 2014 in Los Angeles, California. (Photo by Kevin Winter/Getty Images)



2015 FIGHT TO END CANCER CORPORATE FIGHT TEAM



"MARVELLOUS" MARK MUIA
JD COLLINS GROUP OF COMPANIES

VS



ROBERT "THE ICEMAN" DOHERTY
APPS TRANSPORT GROUP

"My drive to do this comes from my Mom, she passed away from brain cancer 5 years ago. She stayed strong and fought the disease for 10yrs"

- Mark Muia

"My best friend's mom and a very close family friend passed away from breast Cancer. My little sister's close friend also passed away very young from various cancers. I would like to do this in their honour."

- Robert Doherty

"My mum died of cancer when I was 11, it was a horrible thing to watch as a child. Her best friend, an important person in my life, died a year ago. A childhood friend died last year at the age of 34... Cancer terrifies me."

- Erica McMaster

"Thankfully my dad has been cancer free for 6+ years after he was diagnosed and treated for Prostate Cancer. Cancer is a terrible disease and it is essential that we raise much needed funds to fund new research to find a cure"

- Paige Cunningham



ERICA "LUSCIOUS BEAST" MCMASTER
VOICE OVER ARTIST • ACTOR • WRITER

VS



"RAGING" PAIGE CUNNINGHAM
THE PRINCESS MARGARET CANCER FOUNDATION



GEORGIA "THE JOKER" CURTIS
BACKPOCKET HR INC.

VS



LESLIE "THE FIRE STARTER" EHM
COMBUSTION CREATIVITY INC.

"My closest friend Cindy is currently living with cancer. She has long-outlived her prognosis but her ongoing treatment is tough on her body and he lives with chronic and significant pain. I see her brave fight everyday."

- Georgia Curtis

"It's a way for me to honour all of those who I've loved and lost to this terrible disease".

- Leslie Ehm

"Anything I can do to help eliminate this disease affecting peoples lives I will do."

- Sean Donovan

"I am fighting in recognition of my mother who beat her fight with cancer just a few years ago."

- Jason Brydges



SEAN "THE DRAGON" DONOVAN
PCL CONSTRUCTORS CANADA INC.

VS



JASON "LIGHTS OUT" BRYDGES
GIGAMON INC.



MATT "THE MAJOR" LENNOX
CANADIAN ARM-17

VS



RYAN "THE HITMAN" MORRIS
NELSON

"As a Canadian soldier with experience in Afghanistan, boxing has become an important part of my life, especially in how I manage anxieties and fears. I would be honoured to extend this to assist in fighting another illness; in this case cancer."

- Matt Lennox

"My best friend was diagnosed with leukemia 3 years ago."

- Ryan Morris



JOIN THE FIGHT
FIGHTTOENDCANCER.COM

SAVE THE DATE
SATURDAY JUNE 4, 2016

The decision to fight for such a meaningful cause, is one that will be life changing. Whether you embark on this journey for yourself, a family member or a friend who is fighting, or has had to fight cancer, you are a true hero.

Are you interested in becoming a charity boxer in the Fight To End Cancer? Training starts now! Don't wait.

BEHIND THE SCENES

THE STARS OF THE FIGHT TO END CANCER

Left Photo: Photographer Al Quintero pulling some intensity out of the Red Team fighters during the official photoshoot;
Right Photo: Lights, Camera, Action! The Blue Team getting into their roles!



Left Photo: Erica McMaster had her game face on for her official FTEC portrait – all business!;
Right Photo: FTEC Founder and Executive Director, Jennifer Huggins, complimenting the fight team on how well they clean up!

Produced By: WAYFF Global Ltd.
Studios and EQ Rentals Provided By: S1 Studios Toronto
Principle Photographer: Al Quintero
BTS Photographer: Vincent Dayrit

“Lights, cameras... left hook!”

Words that the 2015 *Fight To End Cancer* (FTEC) Fight Team became very familiar with, as they primed, preened and stepped in front of the camera lens three months before fight night, March 1st 2015, for our official team’s promotional photo shoot at S1 Studios Toronto.

The *Fight To End Cancer* (FTEC) is proud to unveil its official campaign image for our 2015 fundraising season. Taking inspiration from Leonardo da Vinci’s iconic Renaissance masterpiece, *The Last Supper*; this powerful image perfectly captures the passion and dedication shown by each member of our 2015 Fight Team on their journey of stepping into the ring, as they look to conquer their opponent and more importantly – help to conquer cancer.

After what turned out to be an extremely successful day led by the co-creative vision of Principle Photographer, Al Quintero & FTEC Founder, Jennifer Huggins; our fighters went through a marathon of wardrobe changes, hair & make-up touch ups and various set designs, all in the name of securing the best shots that will be used for promoting this year’s event. Outfitted in wardrobe provided by our partners at TIPTOP Tailors, this is a very different look from what the public sees when they step in the ring.



When shooting in Canada, look no further than S1—the country’s finest for studio and location services for still and motion photography.

With S1, it’s simple: you just show up and shoot. We look after the services for your Photography or Video project.

Clients include Rolling Stone, Elle, Vanity Fair, W, GQ, L’Uomo Vogue, Marie Claire, Fashion, Flare, Holts, SportingLife, ABC Disney, Alliance Atlantis, Fox Searchlight, NBC Universal and Paramount.

S1 Studios Toronto 416.466.3024
www.s1group.ca

AL QUINTERO
PHOTOGRAPHY



t: 416-889-1469
e: alquintero@gmail.com
w: alquintero.com

BEHIND THE SCENES

THE STARS OF THE FIGHT TO END CANCER

Left Photo: The Blue Team sharing a laugh with photographer Al Quintero as they prepare for their moment to shine in front of the camera;
 Right Photo: Sassy and Classy! Fighter Leslie Ehm getting her headshot taken.



A coach's work is never done. Jennifer Huggins brings the best out of her team both in and out of the ring.



sourcing central
Promotional Products

Proud Supporters Of **FIGHT TO END CANCER**

Order your promotional products, custom apparel, or print solutions by **June 30th** using the promo code **FIGHT** and we will donate 10% back to Fight To End Cancer



www.sourcingcentral.ca 1.888.449.IDEA



A SOCIAL MEDIA AGENCY


PINKbear.ca

The most
kick-ass
training
company
in the world.

combustion
training brains. changing minds.


thinkcombustion.com

No limits.



ozzelectric.com

Proud Sponsor of the **FIGHT TO END CANCER**



OZZ electric
powerful together



Jim Pattison Lease

Canada's Leader in Customized Fleet Management

Proud partners & supporters of:

FIGHT TO END CANCER

www.jimpattisonlease.com



PUNCH Cancer in the Face

That's the goal for voice actor-turned-boxer Erica McMaster at charity event aimed at beating the disease

By Steve Buffery
Toronto Sun



Erica McMaster makes a living as a voice actor. But on May 30, the Ottawa native will let her fists do the talking.

McMaster is just your regular, mild-mannered, 30-something actor/writer/holistic nutritionist who enjoys climbing into the ring and throwing leather. All in a good cause.

The Toronto resident, the daughter of Canadian diplomats who grew up for a time in the southern African nation of Zimbabwe, will face Paige Cunningham, a special events coordinator at the Princess Margaret Cancer Foundation, as part of the Fourth Annual *Fight To End Cancer* Fundraiser at the Old Mill Inn in Etobicoke. The unique event – the brainchild of Kingsway Boxing Club owner Jennifer Huggins – matches people from all walks of life – business leaders, lawyers, emergency workers, CEOs – in three rounds of competitive amateur boxing.

For McMaster, climbing in the ring and training as a fighter has been a revelation. She grew up participating in sports at a pretty high level, including swimming, rugby and distance running, but boxing was something the personable voice actor had never considered, that is until her boyfriend, fellow actor Craig Lauzon (a veteran of the Royal Canadian Air Force), told her about Huggins and her annual fund-raiser.

Lauzon originally was going to take part in the event, but had to bow out because he'll be performing in a pair of plays at the Soulpepper Theatre in Toronto (Trudeau and the FLQ and Trudeau and Levesque) at the same time as the gala. But McMaster became intrigued with the idea of boxing and fell in love with the training and the concept of raising funds to fight cancer.

Clockwise: Erica McMaster, along with her father, step mother, brother and sister as they prepare to climb Mount Kilimanjaro - Feb 2009; TORONTO SUN PIC - Erica McMaster trains at the Boxing Gym in Etobicoke for the Fight To End Cancer charity event. (VERONICA HENRI/Toronto Sun); Life in the fast lane - Erica, seated on the #4 starting block in Harare, Zimbabwe, at the very pool she used to compete in at the national level;

"If you had asked me a year ago if I ever saw myself doing something like this, absolutely not. I've never really enjoyed the idea of two people fighting," McMaster said over coffee at a downtown Toronto cafe. "The idea of hitting someone was a really hard thing for me to wrap my head around."

But the chance to raise funds for cancer research is something very dear to McMaster's heart. Before her 12th birthday, when the family was living in Zimbabwe, she lost her mother Jill to cancer.



Erica and her mom relaxing on the beach

"It goes without saying that her absence has had an enormous impact on my life," McMaster said. "I miss her everyday."

The 36-year-old also lost two of her grandparents to the disease and, just last year, a childhood friend, who died at 34.



Erica and her mother along with her older brother Andrew and older sister Alex in the Eastern Highlands of Zimbabwe.

Her goal now: "To punch cancer in the face."

At an age when most little girls are preoccupied with playing and friends and having fun at school, after her mom died, McMaster became occupied with health and diet (becoming a vegan in her teenage years) and searching for ways to avoid getting cancer.

"At a really young age, I started becoming really aware of what I was eating and how much I was exercising, because in my mind I thought I don't want to ever get cancer. It was a huge fear. And that kind of escalated to full blown eating disorder," she said.

In fact, her eating disorder became so serious, a few months after her mom passed, the family moved back to Canada and McMaster had to be hospitalized for a month and a half. She struggled with eating disorders throughout most of her teens and fought to come to terms with losing her mom and the disease that killed her – certainly something most teenage girls don't generally worry about.

"The fear is definitely there," McMaster said. "But I don't live my life as rigidly as I used to. More than anything it's gone



Erica, Craig Lauzon and the boys, checking out the New Zealand vs Canada Rugby game in November 2013

the other way, I just want to live my life as much as I can because of what I experienced."

Staying fit has remained a priority for the on-air voice of Slice TV and boxing takes that to another level.

"It's hardest training I've ever done," McMaster said. "I think the thing that is the most surprising to me is just how hard it is to go for five minutes at full force.

"It's such hard work. I think 'Oh, it's only going to be three two-minute rounds,' but that is going to be probably six of the most gruelling minutes of my life," she added.


It's tradition for fighters to adopt a nickname and McMaster has long had one – The Luscious Beast – a salute to the years she spent in Africa. She actually has a tattoo of a mother and baby rhino on her left shoulder blade.

Despite losing her mom at such an impressionable age, McMaster looks back at her time in Zimbabwe as the "happiest time of her life." And what would also make her happy is if she and Cunningham put on a good show and the *Fight To End Cancer* Gala is a big success, which it no doubt will be. McMaster has a small army of family and friends coming to the Gala to watch her fight Cunningham.


"It's still crazy," she said with a laugh. "I can't believe sometimes that I signed up for it, that I'm this far in. But it's awesome and I have a huge appreciation for the sport now."



Erica hanging out with Charlie, a 4 month old baby black rhino at the Lewa Rhino Conservatory in Kenya. - February 2009



Daisy McCabe-Lokos
Barrister & Solicitor Practicing
in Criminal & Immigration Law



Always In Your Corner

daisy@mccabelokoslaw.com
C: (647) 531-9223 F: (647) 494-7712
2601-180 Dundas St W Toronto M5G 1Z8

CITY ALLIANCE
Real Estate Services Ltd., Brokerage



Mary L. Sblendorio
B.A.S.
Broker/Owner
Direct: 416.854.8844
E: mary@cityalliance.ca



Elizabeth M. Harris
B.A.
Broker of Record/Owner
Direct: 416.888.2939
E: Elizabeth@cityalliance.ca



7500 Main Grove Rd. Unit 2 Woodbridge, ON L4L 8S9
Phone: 416-868-0200 web: www.cityalliance.ca

MAKING DREAMS COME TRUE, ONE DEAL AT A TIME

ADMS
Efficiency through Innovation

ADMS is a provider of advanced business intelligence solutions, Lean IT and Professional Services that enable you to maximize the delivery of products and services to your customers.

Proudly Supporting The Fight To End Cancer!

For General Inquiries:
inquiries@adms.ca
For Support:
support@adms.ca

Need to get in touch with us?
Our extensive network can help
you find the information you
need.




Crawford Custom Jewellers
3072 BLOOR STREET WEST, ETOBICOKE 416.239.1744

SelfStor
Secure Storage Solutions

OFFICIAL PARTNER OF THE FIGHT TO END CANCER




SelfStor Toronto West
55 Kelfield Street
Toronto, Ontario, M9W 5A3

Tel: 416-241-STOR(7867)
Fax: 416-241-4015
torontowest@selfstor.ca

TalentEgg
hatching student & grad careers

STUDENT OR RECENT GRAD?
GET TO WORK.

www.TalentEgg.ca



JACKIE O
floral affairs • event design

416.901.7346
www.jackieo.ca

EVENT PARTNERS



EVENT SPONSORS



A SPECIAL THANK YOU TO:

- Kevin Dee and the Eagle Professional Resource team for always being in our corner.
- The Mosher Family for making the *Fight To End Cancer* their personal mission.
- Erin Schnepfer of XEROX for supporting the *Fight To End Cancer*, helping us to reach great heights.
- The Geek Oracle team for working year-round to keep us “World-Wide”.
- S1 Studios Toronto for believing in our vision and going above and beyond the call of duty.
- Al Quintero for creating an image that is seen worldwide and will forever mark FTEC as a picture in history.
- Forever grateful to Century 21 Brown and the McGuire Family for supporting the *Fight To End Cancer* in ways we could have never imagined.
- David Kelly and Paul Magis for building a future with the *Fight To End Cancer*.
- The Huggins Family for decades of continued love and support.

SPECIAL MENTIONS

**Fight To End Cancer 2015
Lead Partner
Landscape Plus Ltd.**
Highly customized residential
landscape design build service
www.landscapeplus.ca
416-241-2842 | jim@landscapeplus.ca

**Event Planning and Production by
WAYFF Global Ltd.**
Corporate Events and Entertainment
www.wayffglobal.com
416.234.0075 | info@wayffglobal.com

**All Event Print Provided by
Xerox Creative and Print
Production Services**
Canadian Centre for Customer
Innovation at Xerox
905-672-4767 | www.xerox.xom

**Sound and Lighting
Provided by AV Canada**
(a member of the Stronco Group)
Experts in Presentation Technologies
905-566-5500 | www.av-canada.com

**Web Design and Hosting Provided
by Geek Oracle**
www.geekoracle.com
2854 Dundas St. W. Toronto, ON.
416-441-3987

**Studio, Lighting, Grip, and
Capture Equipment Provided by
S1 Studios Toronto**
Canada's Still & Motion specialists
providing studio and location services
www.s1group.com
416.466.3024 | bookings@s1group.ca

**Creative/Production Services
for Digital Media Provided by
Wanted Sound + Picture**
www.wantedsp.com
416-596-1101 | info@wantedsp.com

**Principle Photographer and Video
Editing Provided by Al Quintero
Photography**
www.alquintero.com | 416-889-1469
al@fighttoendcancer.com

**Social Media Services Provided by
PINKbear**
A Toronto Social Media Agency
www.pinkbear.ca
416-560-6675 | info@PINKbear.ca

**Storage Facilities Provided by
SelfStor**
www.selfstor.ca | 416-241-STOR (7867)
torontowest@selfstor.ca

**Official Sanctioning and Team
Training Provided by Kingsway
Boxing Club**
(a member of Boxing Ontario)
www.kingswayboxingclub.com
416-234-0075
info@kingswayboxingclub.com

**Event Floral & Décor Elements
by Jackie O Floral Affairs,
Event Design**
www.jackieo.ca
416-901-7346 | flowers@jackieo.ca

**Official Event Wine Supplied by
Louis .M. Martini**
80 Years Of Wine Making In Napa Valley
www.louismmartini.com

**Official Event Beer Supplied by
Steam Whistle**
Canada's Premium Pilsner
"Do One Thing. Really, Really Well"
www.steamwhistle.ca

**Wardrobe Provided By
Tip Top Tailors**
For over 100 years Tip Top Tailors
has been synonymous with quality
menswear at great value
www.tiptop.ca

**Trophies, Crystals and FTEC Title
Belt Provided by Olympic Trophies**
643 Chrislea Road #6
Woodbridge, ON. | 905-856-6927
www.olympictrophies.com

**Promotional Items and
Silk Screening Provided by
Sourcing Central**
www.sourcingcentral.ca
(888) 449-4332
nfo@sourcingcentral.ca

**Boxing Equipment Provided By
Kimurawear**
Canada's Leader In Quality Martial Arts
Supplies #IamAnAthlete
1-888-954-6872 | www.kimurawear.com

**Media Day Venue Provided by
Jack Astor's Toronto**
St. Lawrence Market
73 Front Street East Toronto
ON, M5E 1B8
www.jackastors.com | 416-603-8509

**Official Sponsorship Photography
By Nicholas Theodorou**
www.nicholastheodorou.com
416-835-1082
nicholas.e.theodorou@gmail.com

**Official Event Photographers
Vincent Dayrit**
www.dayritphotography.ca
647.205.7690

Rebecca Freeman | beccfreeman@
gmail.com | @beccfreeman (Instagram)

Fred Carter
www.pyrik.ca | fred@pyrik.ca

Spencer Robertson
www.collateral-photography.com
spencer.robertson@gmail.com

Eric Tavares | erictavaresphoto.com
erictavaresphoto@gmail.com

Judie Fulton-Rollins | judiefultonrollins@
gmail.com | 416-727-6185

AUCTION PARTNERS

We would like to give a special thank
you to those who may not have made
it to this list due to timing of donation.
For full listing of event sponsors
please visit **fighttoendcancer.com**

50/50 Partners:
Porter Airlines
"Flying Refined"
www.flyporter.com
Toll free: 1-888-619-8622

OZZ electric
powerful. together
www.ozzelectric.com | 416.637.7237

**Live Auction Items
Provided By:**
G2G Collection
Luxury residences – Destinations
Worldwide | www.g2gcollection.com
678.506.2700

Porter Airlines
"Flying Refined" | www.flyporter.com
Toll free: 1-888-619-8622

**Louis .M. Martini Winery in
partnership with Wildfire
Steakhouse and Grill**
www.louismartini.com
www.wildfiresteakhouse.com

Old Mill Inn and Spas
oldmilltoronto.com
416 236 2641
Tip Top Tailors
Menswear You Were Made For
www.tiptop.ca

**A Special Thank You For
Event Items Provided By:**
Crawford Jewellers
crawfordjewellers.ca
Kingsway Boxing Club
kingswayboxingclub.com

Self Stor
selfstor.ca

Devon Consulting
devonconsulting.ca

The Fox
foxonbay.ca

Rogers
rogers.com

Oxygen Bike Co.
oxygenbikes.com

Starbucks Canada
starbucks.ca

XMC Branded Products
xmc.ca

Saje Natural Wellness
saje.ca
Kingsway Platform Tennis Club
ianwatson@bell.net
Rent Frock Repeat
rentfrockrepeat.com

Oiseau Fashion
oiseaufashion.com

Ladies' Golf Club of Toronto
ladiesgolfclub.com

Toronto Blue Jays Baseball Club
bluejays.com

Derek Kaplan, Artist
derekkaplanart.com

Miik Clothing
miik.ca

The LA Consulting Group
thelaconsultinggroup.ca

Philip Nuttall, Artist
lphilipnuttall@hotmail.com

ArtConnect
www.artconnect.ca

**A Special Thanks to the
Following Individuals:**

Mitch Krystantos, Shireen Fabing,
Natalie Myers, Sonia DePiero, Peter
Temoche, Ann Marie Ceballo Jones



**INTRODUCING OUR OFFICIAL
AIRLINE PORTER AIRLINES**

With our service the sky's the limit
Porter Airlines is a regional airline headquartered
at Billy Bishop Toronto City Airport on the Toronto
Islands within Toronto, Ontario, Canada. Porter operates
regularly scheduled flights between Toronto and
locations in Canada and the United States.

AV-CANADA™

experts in presentation technologies

a member of the STROYCO group of companies

- Audio Visual Equipment & Services
- Lighting & Special Effects
- Staging/Set Design & Construction
- Simultaneous Interpretation
- Webcast & Videoconferencing
- Multi Media & Content Services
- Audience Response/Polling Systems
- Technical Production Services
- Conference Speaker Presentation Management Services

AV-CANADA is a Proud Sponsor of Fight to End Cancer

NMN Mobi
NEWS MINUTE NETWORK MOBI

Your Event in the Palm of Everyone's Hands!
Your Mobile Guide for Venues, Events, Conferences and Tradeshows

NMN Mobi is a turnkey eco-friendly interactive mobile app that takes the experience of attending events to the next level.

NMN Mobi is the mobile solution of choice for Venues, Festivals, Tradeshows and Conferences. Unlike platform specific apps, NMN Mobi detects which phone you are using and runs beautifully on the iPhone, iPad, Blackberry, Palm, Windows Mobile, Nokia Symbian and Android Google phones.

NMN Mobi brings your event into the palm of everyone's hand!

Check it out at www.nmn-mobi.com
Powered by eventmobi

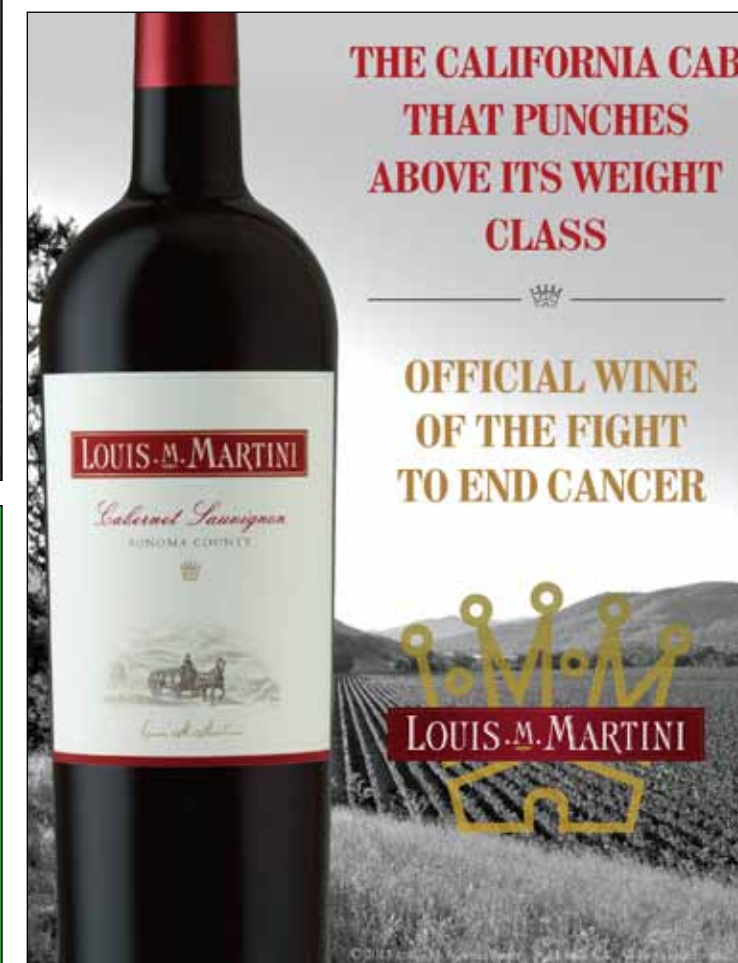
Offering Award Winning Presentation Services

AV-CANADA will enhance your event using cutting edge technology, always exceeding your audio visual production expectations.

AV-CANADA clients work with dedicated professionals from the initial planning stages through to the event itself.

AV-CANADA's team is focused on one goal only... **to make you look great!**

tel: 905.566.5500 toll free: 1.866.667.2345 www.av-canada.com info@av-canada.com



KINGSWAY BOXING CLUB

"DEFEAT IS NOT AN OPTION"

22 Jutland Rd. Unit B
Toronto ON. M8Z 2G9
Office: 416-234-0075
info@kingswayboxingclub.com
www.kingswayboxingclub.com

OFFICIAL PARTNER OF FIGHT TO END CANCER

© 2009 Dan Lim Photography. darlimphoto.com



YOU COULD ADVERTISE HERE

Contact: info@fighttoendcancer.com

FIGHT TO END CANCER



Conquering what's ahead of you is easier when you've got good people behind you.

Whether you're facing challenges in the rink, the ring or in the office, having a good partner can make all the difference. Xerox has a long history of partnering with local businesses, providing services and solutions that help streamline work processes and cut printing costs. In fact, we've got lots of interesting ways to help you stay ahead of the competition.

1-800-ASK-XEROX
xerox.com

