



An Evening with Abigail

*"Inspired by an act of courage
the teddy bear can lose its fur and just about any part of its body
and still maintain its worth and dignity"*

SPONSORSHIP OPPORTUNITIES

Pink Carpet™ Event
Government Conference Centre
THURSDAY, APRIL 27th, 2006
www.aneveningwithabigail.com



SUPPORTING THE FIGHT AGAINST ALL WOMEN'S CANCERS

HOW IMPORTANT ARE THE PEOPLE OF **EASTERN ONTARIO** TO YOUR BUSINESS?

The Ottawa Regional Cancer Foundation was established in 1995 by a team of inspired leaders who wanted first and foremost to create a powerful vehicle through which our community could deploy its talents and resources in the fight against cancer.

Partnering with the Ottawa Regional Cancer Foundation by sponsoring events such as *An Evening with Abigail*, Ottawa's premiere *Pink Carpet™ Event* impacts over 1.2 million people.

Last year, over 500 community volunteers partnered with the Foundation to generate \$4.2 million through special events and special campaigns.



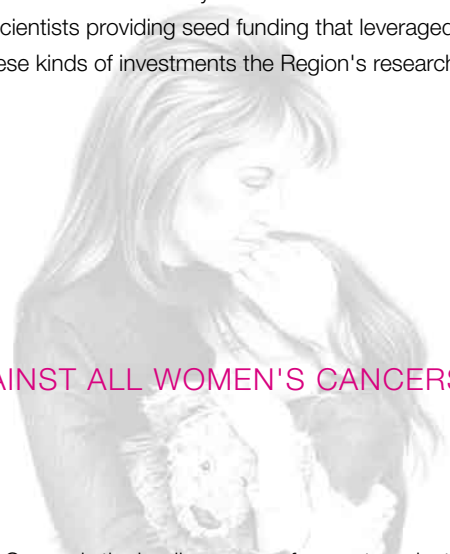
'Stuntman Stu' (local radio personality) interviews the Mayor of Ottawa Bob Chiarelli



"When you sponsor an Ottawa Regional Cancer Foundation event your leadership makes a difference; you help this Region's only cancer care provider. Thanks to funds raised by *An Evening with Abigail*, we purchased state of the art equipment and supported valuable on-going research initiatives. This had a direct impact on the quality of care we were able to offer. 20,000 families -- devastated by the cancer in their midst were the direct beneficiaries. Event sponsors also helped local scientists providing seed funding that leveraged resources from government and granting agencies. Through these kinds of investments the Region's research capacity has grown exponentially in the last few years."

Dr. Hartley Stern

Vice-President, Ottawa Regional Cancer Foundation



SPONSOR *An Evening with Abigail* - JOIN THE FIGHT AGAINST ALL WOMEN'S CANCERS



Cancer is the leading cause of premature death in Canada. The incidence of breast cancer increased by 40% from 1973 to 1998. One-in-nine women are expected to develop breast cancer in her lifetime.

All funds raised through *An Evening with Abigail* remain local and are directed to the Ottawa Hospital Regional Cancer Centre for the development of new cancer treatments and research initiatives for breast cancer and all women's cancers as well as the purchase of equipment for use in radiation treatment.

A bidder competes at the auction

AN EVENT YOUR CLIENTS WILL WANT TO ATTEND AND WHERE **PROSPECTIVE CLIENTS** WILL BE

bears come out to play

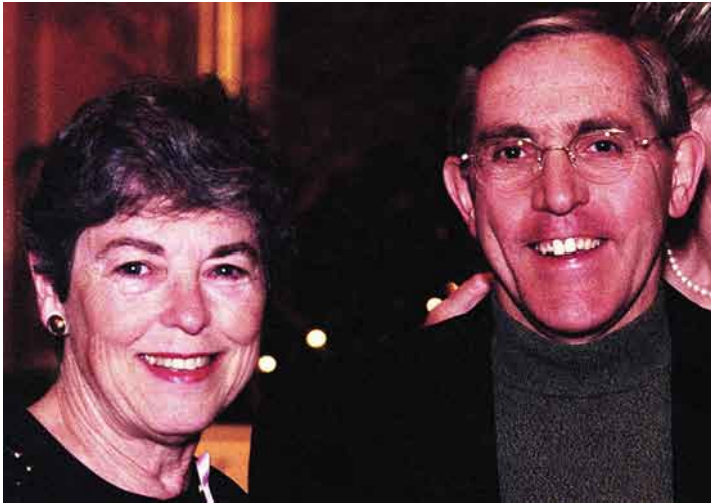


PHOTO: BRIGITTE BOUVIER, THE OTTAWA CITIZEN

Event co-chairs Jacquelin Holzman, a breast cancer survivor, and Bob Chiarelli, whose wife died of breast cancer, were thrilled by the evening's results.

Raising funds for breast cancer research

More than 300 fine art collectors and cancer awareness activists partied on Parliament Hill Wednesday to raise \$108,000 for breast cancer research. The swish **An Evening with Abigail** event included a cocktail and hors d'oeuvre reception, silent auction, live auction, coffee and dessert. The money raised went to the Ottawa Regional Cancer Centre Foundation. Auction-goers, who paid \$50 a ticket, were able to bid on everything from teddy bears dressed by haute couturiers to paintings by

some of Ottawa's finest artists while they sipped wine donated by Jackson Triggs and elegant hors d'oeuvres donated by Thyme and Again Catering. On top of bidding up a storm -- a teddy bear with three-outfit wardrobe designed by Ottawa couturier Nicola Lang went for \$875 while a Dodie Lewis painting, titled Tea for Three, sold for \$7,100 -- those in attendance munched on sushi, marinated shrimp wrapped in snow peas and tiny quiches.

Ottawa's premiere

Pink Carpet™ Event

On April 27th, 2006 at the Government Conference Centre, Abigail will come out of hibernation and host another dazzling and magical evening featuring a fabulous cocktail and dinner reception, unique live and silent auction, indulging packages, spectacular art, celebrity auctioneers and couturier bears of all kinds!

USED WITH THE PERMISSION OF THE OTTAWA CITIZEN.



PHOTO: REBECCA STEVENSON, THE OTTAWA CITIZEN

Four generations of women pose with bears, which will be auctioned off at An Evening with Abigail, a fundraiser for breast cancer research. From left to right are: Rochelle Greenberg, 51, Olivia Greenberg, 21/2, Manya Greenberg, 29 and Sara Shabsove, 72.

The fourth bi-annual

An Evening with Abigail

hosted by
Mayor Bob Chiarelli & Jacquelin Holzman

400 guests will attend
\$200,000 will be raised

Visit www.aneveningwithabigail.com
for more clippings and photos

Bears auctioned for cancer research

Organizers work around the clock to break last year's fundraising record of \$125,000

BY: MOHAMMED ADAM

An Evening with Abigail, a charity auction that began last year as a personal memorial for a lost friend, has blossomed into a labour of love for cancer survivors and their supporters.

For the past 10 months, Rochelle Greenberg, 51, her daughter Manya, 29, mother Sara Shabsove, 72, with 2 1/2-year-old granddaughter Olivia tagging along, have been working around the clock for this year's show, which they hope will break last year's record of \$125,000 for cancer research.

Co-chairing the event, which starts tomorrow in Room 200 of the West Block, on Parliament Hill, are Ottawa Mayor Bob Chiarelli, who lost a wife to cancer, and former mayor Jacquelin Holzman, a cancer survivor. Deputy Prime Minister Herb Gray, another survivor, will be on hand to lend support. Ottawa restaurateur Dave Smith will be the auctioneer.

The show starts at 6 p.m., and tickets cost \$50 and are available from the cancer centre foundation.

But the organizers need more support.

"As much as we are raising money, we are trying to raise awareness of cancer in a kind of fun, magical way," said Ms. Greenberg, herself a cancer survivor.

"We need to create a lot of interest. We need to get the word out about the auction. Ticket sales have been sluggish."

The event was started last year by Ms. Greenberg and her husband, David, in honour of their friend Gail Notman, who died of cancer nine months after Ms. Greenberg was diagnosed.

A number of Canadian designers including Ottawa's Richard Robinson, Roots designer Tu Ly and several area artists have designed a teddy

outfit for the auction. Cuddly stuffed bears dressed in the outfits will be auctioned with the proceeds going to the Ottawa Regional Cancer Centre Foundation.

Other items include dinners and travel packages. On the auction bloc as well will be the Toronto Maple Leafs jersey that Mr. Chiarelli had to wear at work after he lost his bet with Toronto Mayor Mel Lastman following the Senators' elimination from the NHL playoffs.

Ms. Greenberg says Abigail, the cuddly teddy bear, has become not only a symbol for breast cancer but also of survival and hope.

"You are never too old to have a teddy bear," she said.

ABIGAIL - PEOPLE & STORIES

"Bears make life more bearable. They are remarkable company when one is alone. They can lose just about any part of themselves and still maintain their dignity and worth. With those sentiments in mind Abigail was conceived."

Rochelle Greenberg, Founder *An Evening with Abigail*, **Breast cancer survivor**



Maestro Pinchus Zukerman & Amanda Forsyth's bears await the highest bidder

The Honourable Herb Gray gets a 'smooch' from an admirer

"I had been making bears as a hobby for several years when I created this special plush, caramel mohair bear with a burgundy ribbon and three small silk roses affixed proudly to her hair. I did it in part to honour GAIL, a dear friend who passed away in 1996 after a four-year battle with breast cancer. I did it mostly to celebrate my wife and women like her who have battled cancer with the kind of courage that inspires."

David Greenberg, Abigail creator

"In May of 2000 Abigail's army of tireless survivors, their family and friends launched the inaugural *An Evening with Abigail*. Two other events have been hosted since. Over **\$400,000** has been raised. This army is intent on continuing to wage war on cancer. Through their dedication we are able to enhance and expand cancer services for residents of Eastern Ontario and fund discovery research aimed at finding a cure."

Linda Eagen, Executive Director, Ottawa Regional Cancer Foundation