



The snow is gone and the Bears are out on Broadway!

Thursday, May 26, 2005 - Sixty-two life-size polar bears have lumbered from their winter den and made their way to Broadway to help raise funds for the CancerCare Manitoba Foundation and to raise awareness about what everyone can do to reduce their risk of cancer.

“As many as 50 per cent of cancers can be prevented through healthy lifestyles,” said Andrew Paterson, Chairman of the CancerCare Manitoba Foundation Board. “The Bears on Broadway project was designed to heighten simple steps people can take that will have a major impact on cancer statistics in Manitoba.”

Stretching from Main Street to Osborne Street, and encompassing Memorial Park and the Legislative grounds, each Broadway Bear has been carefully hand painted by talented artists from around Manitoba to produce unique works of art that will become part of the cityscape until the cold winds of October scatter the Bears to new homes.

“The Winnipeg Foundation is pleased to support this project, which has such powerful potential to reach so many Manitobans with a very important message about cancer prevention and healthy lifestyle choices,” said Richard Frost, CEO of The Winnipeg Foundation, the lead sponsor of the CancerCare Manitoba Foundation’s Bears on Broadway signature fundraiser.

Bears on Broadway also marks the 75th anniversary of CancerCare Manitoba. Sponsored by the corporate community and individual funders, funds raised through this initiative will improve the research, treatment and care of cancer in Manitoba.

“The unique commitment of CancerCare Manitoba Foundation’s to invest every dollar of funds raised in Manitoba plays a vital role in sustaining research and maintaining excellence in care by supporting outstanding clinicians and scientists here in Manitoba,” said Dr. Dhali Dhaliwal, President and CEO of CancerCare Manitoba.

To help bring the Bears to Broadway, CancerCare Manitoba Foundation partnered with the Province of Manitoba and the City of Winnipeg.

“Through a team of dedicated volunteers and professionals, the CancerCare Manitoba Foundation has made great strides in raising funds to help in the fight against cancer in Manitoba,” said Premier Gary Doer. “Congratulations to the Foundation, their sponsors, and all the artists, businesses, and volunteers who have donated their time and resources to this unique and exciting project.”



“This is an outstanding example of how public art efforts can do so much for our city,” said Mayor Sam Katz. “We are adding an interesting new dimension to one of our city’s outstanding historical vistas, and helping to create awareness for a great cause at the same time.”

Partners who made this enormous project come to life include: Gerry deRocquigny, Lafarge PreCast; designer Richard Osen; Alfred Widmer in casting and demoulding; 17 Wing for providing artist space at Kapyong Barracks; and artistic consultants Peter Sawatzky and Hubert Theroux.

Now that the Bears have hit the street, everyone has the opportunity to get involved with the Bears and support cancer treatment and research in Manitoba. You can drop your change in Snowbank or at any Scotiabank location. You can also honour an individual by having their name hand painted onto Snow Angel’s wings through a \$75 donation to CancerCare Manitoba Foundation. Snow Angel is located at Polo Park.

For more information about Bears on Broadway, please contact:

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