



MEDIA RELEASE

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Thanks to an outpouring of support from Rider Nation and a unique corporate partnership, the Cameco Touchdown for Dreams program is expanding.

For the next two years, the program will grant seven to ten wishes each year to Saskatchewan women with a life-threatening diagnosis of cancer.

The goal will be to direct \$7,500 to \$10,000 toward fulfilling each dream.

That's up from an average of five dreams granted for each of the past three years with each dream trying to fit in the \$5,000 price range.

The increases are due to the generosity of Rider Nation and a new two-year deal between Cameco, the Saskatchewan Roughriders and Saskatchewan Cancer Agency.

The dreams are funded and become a reality through:

- Rider fans purchasing pink souvenirs at the annual Cameco Touchdown for Dreams pink game - where all profits go to the program. In total, Rider Nation has contributed almost \$90,000 from souvenir sales in three years.
- Cash donations and staff volunteer hours from Cameco.
- Financial and in-kind donations from people across the province who have been touched by the program.

After granting 16 wishes in three years, the dream fund - held in trust at the Saskatchewan Cancer Agency - still contains just over \$100,000 with the popularity of the program continuing to build.

"This program gives all of us an opportunity to honour these brave women in ways that are personal and direct," said Tim Gitzel, president and CEO of Cameco. "I have seen the difference it makes and we are delighted to continue the program for another two years."

Applications for potential 2015 dream recipients can be submitted through the Saskatchewan Cancer Agency website starting today (www.saskcancer.ca/touchdown) Applications close March 31.

"We are pleased to be continuing our relationship with Cameco and the Saskatchewan Roughriders," said Scott Livingstone, president and CEO of the Saskatchewan Cancer Agency. "This program allows us to make a real difference in the lives of patients and families in our province."

The first of this year's dream recipients will be announced at the annual Cameco Touchdown for Dreams gala in Saskatoon this spring.

"Cameco Touchdown for Dreams touches the Rider Nation in such a special and heart-felt way which makes us all proud," said Steve Mazurak, VP of sales and partnerships with the Saskatchewan Roughriders.

A date for the annual pink game in Regina will be announced after the CFL schedule has been released.

And watch for the unveiling this spring of a mobile unit in northern Saskatchewan that will be used to help cancer detection and spread awareness education. The mobile unit has been purchased from funds raised through the Cameco Touchdown for Dreams gala.

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