



## **Annual charity breakfast in Regina raises money for Prostate Cancer Canada and the Hospitals of Regina Foundation**

REGINA, September 26, 2014 – More than 130 gathered this morning in Regina, Saskatchewan for breakfast and professional networking in support of Prostate Cancer Canada. Prostate Cancer Canada was pleased to partner with sponsor, Brandt Group of Companies, and the Hospitals of Regina Foundation - which will be receiving 50% of net revenue raised.

“This annual breakfast event gives professionals a chance to network, educate themselves and support Prostate Cancer Awareness Month this September.” said Rocco Rossi, President and CEO of Prostate Cancer Canada. “1 in 8 Canadian men will be diagnosed with prostate cancer in their lifetime, which makes it so important to get talking about the PSA test early and promote awareness for the disease.”

The breakfast was held at the Ramada Plaza Regina in Regina, Saskatchewan and included a friendly breakfast, networking opportunity and inspirational guest speakers including survivors and PCC supporters. Kicked off by a \$10,000.00 donation, presented by Gavin Semple, Chairman of Brandt, the event raised more than \$40,000 in support of prostate cancer research, awareness and support programs in Canada, as well as the Prostate Assessment Centre through the Hospitals of Regina Foundation. This year’s Saskatchewan event featured Robert Watson, President and CEO of SaskPower as the guest speaker.

The Regina Wake Up Call Breakfast helped mark Prostate Cancer Awareness Month, which features multiple initiatives and events across the country. During this time, Prostate Cancer Canada promotes engagement and helps inform Canadians about the importance of prevention, education and early detection of prostate cancer.

The 2014 breakfast series includes 8 events, three of which are still to come:

- St. John's, Newfoundland - October 2, 2014
- Cape Breton, Nova Scotia - November 4, 2014
- Toronto, Ontario - October 31, 2014

The Wake Up Call Breakfast series is an annual fundraising event held by Prostate Cancer Canada in Canadian cities from Regina to Moncton with the help of generous sponsors. Over 26,000 business leaders and professionals have participated in this event since 2001.

For more national information, please contact [wakeupcall@prostatecancer.ca](mailto:wakeupcall@prostatecancer.ca).

For information about Atlantic Wake Up Calls, please contact [fallon.jones@prostatecancer.ca](mailto:fallon.jones@prostatecancer.ca).



### **About Prostate Cancer Canada**

Prostate Cancer Canada develops, offers and funds innovative programs related to awareness and public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer. For more information visit [prostatecancer.ca](http://prostatecancer.ca) and follow us on [Twitter](#) and [Facebook](#).

### **About the Brandt Group of Companies**

The Brandt Group of Companies - headquartered in Regina, Saskatchewan, Canada – is comprised of Brandt Agricultural Products Ltd., Brandt Engineered Products Ltd., Brandt Equipment Solutions Ltd., Brandt Road Rail Corporation, and Brandt Tractor Ltd. Brandt Tractor Ltd. is the world's largest privately held John Deere construction and forestry equipment dealer.

Brandt has 27 locations across Canada and the United States and exports their products to North America, Europe, Australia, and Asia. Brandt is one of Canada's largest privately owned companies and is among an elite group of Platinum Members of the Canada's 50 Best Managed Companies program.

Learn more at [brandt.ca](http://brandt.ca).

### **About Hospitals of Regina Foundation**

The Hospitals of Regina Foundation is a non-profit organization, guided by a volunteer Board of Directors. They are the only organization raising funds for southern Saskatchewan's specialized care hospitals – the Regina General Hospital, the Pasqua Hospital and the Wascana Rehabilitation Centre. Since 1987, the Foundation has raised over \$140 million to enhance healthcare.

-30-

### **For more information:**

Justin Edmonstone  
Coordinator, Marketing & Communications  
Prostate Cancer Canada