

## Prostate Cancer Foundation BC Announces Raymond James As Lead Sponsor for 2016 Raymond James Father's Day Walk/Run

February 19, 2016 – Prostate Cancer Foundation BC is proud to announce The Raymond James Father's Day Walk/Run will be held Sunday, June 19, 2016. This will mark the 17th year this signature event has been held to support individuals and families living with prostate cancer.

The Raymond James Father's Day Walk/Run will be held in five locations including: Chilliwack, Kamloops, Kelowna, Metro Vancouver and Victoria. Each year the event attracts serious runners and fun-loving families who join together to help raise awareness and much needed funds for prostate cancer. Leah Lariviere, Executive Director of the Foundation, states, "Its ongoing success is due to the tremendous support we receive from our sponsors, and especially because of our dedicated volunteers and participants. They are the ones who make this event special and most are long-time supporters. It is because of their hard work and enthusiasm that we are confident this year's Walk/Run will be another important step forward to make a difference in the lives of those living with prostate cancer in BC."

Being part of a collective effort to try to spread awareness and educate men about proper prevention and treatment of prostate cancer was a key motivator for Raymond James to get involved.

"We know that prostate cancer, like all cancers, deeply affects individuals and families including our associates, our clients, and many more throughout our communities. This is why we are proud to join this effort," says Paul Allison, Chairman and Chief Executive Officer of Raymond James Ltd.. "Together, we are committed to making a difference to those individuals and families living with prostate cancer, and to help raise awareness and support for prostate cancer across British Columbia and the rest of Canada."

Prostate Cancer Foundation BC is a grassroots organization that provides support to prostate cancer survivors, their families and researchers in BC through many programs such as: grant scholarships, speakers, support groups, conferences and information packages to newly diagnosed men. Another important partner is the Island Prostate Centre that coordinates the Father's Day Walk/Run in Victoria and provides important support to individuals affected by prostate cancer living on Vancouver Island.

"When it comes to prostate cancer, we all share the same focus; to find better ways to prevent and treat this terrible disease," says Leanne Kopp, Executive Director of the Island Prostate Centre. "Prostate cancer doesn't care about postal codes. It touches the men in our lives in different ways every day."

Raymond James is a leading full service independent investment dealer. Through its network of approximately 6,700 Financial Advisors across Canada and the United States, the firm serves more than 2.7 million individuals and families and manages more than \$650 billion in client assets under administration on their behalf.

Participants and volunteers are encouraged to sign up early. To find out more about how you can join The Raymond James Father's Day Walk/Run and support prostate cancer, please check out these web sites: [www.prostatecancerbc.ca](http://www.prostatecancerbc.ca), [www.islandprostatecentre.com](http://www.islandprostatecentre.com) or the event site, [www.thefathersdayrun.ca](http://www.thefathersdayrun.ca). For media inquiries, please call: Leah Lariviere, PCFBC 604-574-4012/Peter Kahnert, Raymond James Ltd. 416.777.7052