

Conroy Ross Partners grows support for local Prostate Health Campaign



Nick Parkinson, Principal at Conroy Ross Partners in Edmonton, frames up his mo-on-the-grow. Parkinson and male colleagues at Conroy Ross put down their razors during the month of November (renamed **Grovember**), to raise money for Edmonton's **Campaign for Prostate Health**, a fundraising initiative by the Royal Alexandra Hospital Foundation, University Hospital Foundation and Alberta Cancer Board.

Dec. 18, 2008 - Employees at one of Edmonton's leading business advisory and executive search firms put down their razors for the month of November, and handed over a cheque for \$13,820 to a *Campaign for Prostate Health*, a three-party fundraising effort launched by the Royal Alexandra Hospital Foundation, University Hospital Foundation, and Alberta Cancer Foundation.

Males at Conroy Ross Partners each grew a "mo" (moustaches) during the month of November (renamed *Grovember*), to support the capital campaign that is raising money for research opportunities, equipment and innovation, and a rapid access treatment centre that will streamline care.

"Conroy Ross has offices in three cities, and the employees who participated wanted the money they raised to stay in each location and support local efforts," says Conroy Ross Principal, Nick Parkinson. "We're proud that our mo-growing is contributing to the massive cooperative effort that's now underway in Edmonton."

Parkinson added that he and fellow colleagues who participated in the "grow the mo" effort were surprised by the buzz that was created -- a sound that had nothing to do with the collective start-up of razors when the event concluded Nov. 30.

"Our *Grovember* offered an incredible opportunity to raise awareness of prostate cancer. I've always been clean-shaven and so when you're walking around with a big cheesy moustache, well,

people are going to ask," he says. "It opened the door to talk about some very serious statistics, such as how one in seven men will receive a prostate cancer diagnosis in his lifetime."

Eighteen men from the firm's three locations (Edmonton, Calgary, Regina) participated and, along with their female colleagues handling promotion of fundraising, raised a total \$37,500.

In Edmonton, the *Campaign for Prostate Health* has so far raised more than \$16 million en route to a \$26 million goal.