

MEDICAL RESEARCH

Charity blooms at the Daffodil Ball

Montreal gala raises \$1.44-million for the Canadian Cancer Society

MONTREAL

The Daffodil Ball was a regal throwback to another time and another continent.

The event for the Canadian Cancer Society raised \$1.44-million Thursday, entertaining 650 corporate titans, Quebec stars and their guests with song, dance and dining designed to evoke the court of a Russian czar.

A troupe of 30 teenage ballerinas set the stage on the entrance staircase of Windsor Station, standing in their tutus in an opening pose. *Anna Karenina* met *Doctor Zhivago* and *Swan Lake* in a winter scene setting the theme for the night.

At the top of the stairs in the cocktail hall, notables including Quebec pop star Annie Lennox and Air Canada CEO Calin Rovinescu were serenaded by Cirque du Soleil singer Élise Cormier, who performed *Lara's Theme* suspended from a trapeze.

For the main banquet, guests such as TV host and producer Éric Salvail and Ian Greenberg, the president of Astral Media, could feast on lobster caviar, petrushka potatoes and beet salad. Given the Russian theme of the night, plenty of vodka was also on hand. CGI president Michael Roach and

“The system can't really do it on its own, it needs corporate support.”

Phillip Crawley
Globe publisher

his wife, Deborah, were among the guests who tore up the dance floor to end the evening.

But they were all here with a serious goal, as Globe and Mail publisher and CEO Phillip Crawley reminded guests.

Mr. Crawley recounted his own personal experience with cancer. In 2004, his wife, Joyce, died of breast cancer after an 11-year battle. One year later, Mr. Crawley was diagnosed with prostate cancer, which was successfully treated at Toronto General Hospital.

“The system can't really do it on its own, it needs corporate support. And the Montreal corporate community is very powerful, it can do much,” Mr. Crawley said.

According to organizers, the Daffodil Ball is the most lucrative single-night cancer fundraising gala in the country. Since 1994 it has raised \$21-million.



The Daffodil Ball featured a Russian theme, including food, music and dance, to help raise money to fight cancer.

CHRISTINNE MUSCHI FOR THE GLOBE AND MAIL



A breakaway offer for the playoffs.

Switch to Bell Satellite TV or Fibe™ TV and get Canada's best HD PVR¹ for free. Call your own time-outs, watch overtime anytime, and never miss a minute of the action in stunning HD picture quality.

Bonus: Switch to Bell before May 22nd and you'll get a chance to win a trip for two to attend a hockey finals game.²

Visit a Bell store or The Source • 1 866 210-7885 • bell.ca/playoffs

Bell watching the playoffs just got better



FREE HD PVR AND DIGITAL RECEIVER

for up to 3 years when you subscribe to TV, Internet and Home phone.³

Available at the following Bell stores:

- AJAX
Durham Centre
- ALLISTON
36 Young St.
- AURORA
14751 Yonge St.
SmartCentres Aurora
- BARRIE
44 Cedar Point Dr.
632 Yonge St.
Barrie Power Centre
Georgian Mall
- BOLTON
SmartCentres Bolton
- BOWMANVILLE
Clarington Place
- BRAMPTON
59 First Gulf Blvd.
100 Great Lakes Dr.
10066 Hurontario St.
Bramalea City Centre
Shopper's World
- BURLINGTON
1100 Walker's Line
Appleby Crossing
Burlington Mall
Mapleview Mall
- CAMBRIDGE
499 Hespeler Rd.
Cambridge Center
- COBourg
Northumberland Mall
- ETOBICOKE
Cloverdale Mall
Sherway Gardens
Woodbine Centre
- GEORGETOWN
330 Guelph St.
- LINDSAY
229 Kent St.
Whitney Town Centre
- MAPLE
2810 Major Mackenzie Dr.
- MARKHAM
7357 Woodbine Ave.
Market Village
Markville Shopping Centre
Pacific Mall
- MILTON
377 Main St. E.
- MISSISSAUGA
6965 Davand Dr.
980 Eglinton Ave. E.
Dixie Value Mall
Erin Mills Town Centre
Heartland Power Centre
Sheridan Centre
Square One Shopping Centre
Square One Shopping Centre (kiosk)
Westgate SmartCentres
- NEWMARKET
Upper Canada Mall
- NORTH YORK
170 Rimrock Rd.
Bayview Village
Centerpoint Mall
Crossroads Plaza
Empress Walk
Lawrence Square
North York Sheridan Mall
Sheppard Centre
Yorkgate Mall
- OAKVILLE
Hampshire Gate at Dundas
Oakville Place
- ORANGEVILLE
114 Broadway Ave.
- OSHAWA
Five Points Mall
Oshawa Centre
- PICKERING
Pickering Town Centre
- RICHMOND HILL
Hilcrest Mall
Richmond Heights Plaza
Time Square Shopping Centre
- SCARBOROUGH
259 Morningside Ave.
Bridlewood Mall (kiosk)
Cedarbrae Mall (kiosk)
Malvern Town Centre
Scarborough Town Centre
- SUDBURY
Brady Square
New Sudbury Centre
Southridge Mall
- THORNHILL
Promenade Mall
- TORONTO
2256 Bloor St. W.
209 Danforth Ave.
700 Gordon Baker Rd.
2171 Queen St. E.
2323 Yonge St.
Chinatown Centre
College Park
Dufferin Mall
East York Town Centre
Eaton Centre
Eaton Centre II
Eglinton Square
Exchange Tower
Gerrard Square
Holt Renfrew Centre
Royal Bank Plaza
Scotia Plaza
Shops at Don Mills
Toronto Life Square
Yorkdale Shopping Centre (kiosk)
- UXBRIDGE
307 Toronto St. S.
- VAUGHAN
Vaughan Mills
Vaughan Mills (kiosk)
- WHITBY
Whitby Mall
Whitby SmartCentres
- WILLOWDALE
Fairview Mall
Fairview Mall (kiosk)
- WOODBRIIDGE
4080 Highway 7

Also available at:

