



# HOLD'EM FOR LIFE

## CHARITY CHALLENGE

*For Cancer Research*

A HIGH STAKES CHARITY EVENT THAT RAISES  
FUNDS FOR CANCER RESEARCH



IN SUPPORT OF CLINICAL FELLOWSHIP PROGRAM AT  
MOUNT SINAI HOSPITAL  
PRINCESS MARGARET HOSPITAL,  
AND OTHER U OF T AFFILIATED HOSPITALS



## THE CAUSE



In 2006, the Hold'em for Life Charity Challenge was created as a platform for bringing real estate industry leaders together for a unique evening of entertainment and fundraising.

Hold'em for Life Charity Challenge is an entirely volunteer-run, non-profit organization that has raised more than **\$37 million** to fund cancer research and other initiatives at Mount Sinai Hospital, SickKids Hospital, Ronald McDonald House, Princess Margaret Hospital and Sunnybrook Health Sciences Centre. Over 85% of all funds raised by Hold'em for Life Charity Challenge have gone directly to fund cancer research and other initiatives.

The 2021 Real Estate Industry Hold'em for Life event has selected Mount Sinai Hospital and Princess Margaret Cancer Centre as the beneficiary of all funds raised in support of the Hold'em For Life Fellowship Program. In 2019, Hold'em for Life made a \$16.4 million commitment in support of oncology research and education at the University of Toronto's Temerty Faculty of Medicine and its partner hospitals to provide stable funding for medical doctors to conduct new and innovative research right here in Toronto.

## THE EVENT

The 2021 Real Estate Industry Hold'em for Life Charity Challenge will be held on **Thursday, November 25, 2021** at the Ritz Carlton Hotel in Toronto, or if health protocols prevent in person events, the Hold'em for Life Charity Challenge will move seamlessly online (with dinner and wine delivered to attendees homes or offices).

The event is a unique evening of fun and friendly competition, attended by more than 400 top executives from Canada's leading real estate firms.

Players compete in a Texas Hold'em poker tournament for incredible non-cash prizes and bragging rights as Hold'em for Life Champion. No formal experience is required and novices often do as well as experienced players.





# RAISE THE ANTE



## THE HOLD'EM FELLOWSHIP PROGRAM

Toronto has one single medical school, world-class teaching hospitals, excellent technological infrastructure, vast strengths in computational research, broad and deep health data sets, a history of cross-disciplinary collaboration, a remarkably diverse population, and leading expertise in health policy and management — all in the context of a single-payer health system. While other cities may share some of these attributes, only in Toronto are all of these strengths combined in one place.

**Holland Bloorview**  
Kids Rehabilitation Hospital

**SickKids®**



**St. Michael's**  
Inspired Care. Inspiring Science.

 **Sunnybrook**  
HEALTH SCIENCES CENTRE

 **UHN**  
Toronto General  
Toronto Western  
Princess Margaret  
Toronto Rehab  
Michener Institute

**WCHH**  
WOMEN'S COLLEGE HOSPITAL  
Health care for women | REVOLUTIONIZED

- ◆ The established Hold'em for Life Oncology Fellowships fund clinical trainees pursuing cancer research at the University of Toronto Faculty of Medicine in the nine affiliated teaching hospitals.
- ◆ Program will provide stable funding for medical doctors engaged in significant oncology-based research that will impact generations to come.
- ◆ Annual salaries required to secure Clinical Fellows amounts to \$100,000 per year, per fellow.
- ◆ Hold'em For Life will commit \$50,000 per year per fellow. The applicant's institution will fund the balance.
- ◆ The Program will commit to sponsor approximately 40 fellows per year, with a financial contribution of up to \$2 million per year.
- ◆ With your generous support, we can reach our goal of \$2 million and ensure that world class talent is kept right here in Toronto.





# 2020 FELLOWS

IN MEMORY OF KATIE HOFFMAN



GERALD SCHWARTZ  
HEATHER REISMAN  
FOUNDATION

**Abi Vijenthira** is at Princess Margaret Hospital as the Gerald Schwartz & Heather Reisman Foundation Hold'em For Life Oncology Fellow and is researching diffuse large B-cell lymphoma.



**Christopher Noel** is at Sunnybrook Hospital as the Levinsky Waratah Hold'em for Life Oncology Fellow with a focus on unplanned hospitalizations in patients with head and neck cancer.



**Douglas Cheung** is at Princess Margaret Hospital as the CentreCourt Hold'em for Life Oncology Fellow and is studying biomarker testing in early prostate cancer detection.



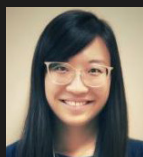
**Irene Xie** is at Princess Margaret Hospital as the CIBC Hold'em for Life Oncology Fellow and is identifying molecular vulnerabilities in pancreatic cancer.



**Keegan Guidolin** is at Princess Margaret Cancer Centre as the CMCC/Atrium Hold'em for Life Oncology Fellow, with a research focus on porphysomes for the intraoperative visualization of colorectal lymph node metastases.



**Khaled Ramadan** is at Princess Margaret Cancer Centre as the CMCC/Atrium Hold'em for Life Oncology Fellow, with a research focus on porphysomes for the intraoperative visualization of colorectal lymph node metastases.



**Lucy Liu** is at Princess Margaret Hospital as the Onex Hold'em For Life Oncology Fellow with a research focus on the effect of intestinal microbiome on development of malignant bowel obstruction in advanced gynecologic malignancies.



**Michelle Nadler** is at Women's College Hospital as the Dream Hold'em for Life Oncology Fellow, with a research focus in determinants of breast cancer screening practices for women aged 40-49.



**Paulo Kayano** is at Princess Margaret Cancer Centre as the CBRE Hold'em for Life Oncology Fellow, focusing on the impact of proton pump inhibitors on prostate cancer diagnosis and outcomes.



# 2020 FELLOWS

IN MEMORY OF KATIE HOFFMAN



**Rachel Kim** is at Princess Margaret Hospital as the CMCC/Atrium Hold'em for Life Oncology Fellow, studying endometrioid carcinoma and the biological characteristics of tumors to provide prognostic and predictive information.



**Robert Grant** is at Princess Margaret Cancer Centre as the SmartsCentres Hold'em for Life Oncology Fellow, focusing on predicting outcomes in pancreatic cancer from clinical and genomic data using machine learning.



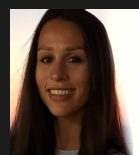
**Sarah Cohen-Gogo** is at SickKids Hospital as the Silverberg Hold'em for Life Oncology Fellow, focusing on a trial that will improve our understanding of cancer biology and open up new therapeutic options to children and young adults with otherwise incurable disease.



**Shelly Luu** is at Mount Sinai Hospital as the BMO Hold'em for Life Oncology Fellow, researching a novel therapeutic target for gastric cancer.



**Tristan Knight** is at SickKids Hospital as the RBC Hold'em for Life Oncology Fellow and is studying stem cell transplant as immunotherapy in children with cancer.



KATIE HOFFMAN

**Wanda Marini** is at Mount Sinai Hospital as the Katie Hoffman Hold'em for Life Oncology Fellow, with a research focus on the role of hedgehog signaling in basal-like breast cancer and the tumor microenvironment.



# SPONSORSHIP LEVELS

## CHIP SPONSOR \$50,000

Sponsorship naming of a Fellow in your honour: the opportunity to have a direct impact and receive updates from your sponsored Fellow

Ground floor digital signage at both Mount Sinai and Princess Margaret Hospitals

Company logo printed on the back of playing cards or placed prominently on the poker table (virtual event only)

Preferred logo placement in all event materials (e.g. website, signage, video)

Recognition during the event

Logo featured on the Real Estate Hold'em for Life website

10 tickets to the event

Ability to purchase up to 10 additional tickets at \$2,500 each

## CARD SPONSOR \$25,000

Ground floor digital signage at both Mount Sinai and Princess Margaret Hospitals

Company logo printed on the back of playing cards or placed prominently on the poker table (virtual event only)

Preferred logo placement in all event materials (e.g. website, signage, video)

Recognition during the event

Logo featured on the Real Estate Hold'em for Life website

5 tickets to the event

Ability to purchase up to 5 additional tickets at \$2,500 each

## EVENT SPONSOR \$10,000

Logo placement in all event materials (e.g. website, signage, video)

Recognition during the event

Logo featured on the Real Estate Hold'em for Life website

2 tickets to the event

Ability to purchase up to 2 additional tickets at \$2,500 each

For more information, please contact Kelly O'Hanlon  
[kohanlon@diamondcorp.ca](mailto:kohanlon@diamondcorp.ca) or 647-532-8305

REGISTER NOW





# A STACKED DECK

## Introducing the 2021 Real Estate Industry Hold'em for Life Charity Challenge Committee

### 2021 CO-CHAIRS

**Bob Blazeovski**

President & COO  
DiamondCorp

**Gavin Cheung**

Executive Vice President  
CentreCourt

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### 2021 COMMITTEE MEMBERS

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Borden Ladner Gervais LLP

**Brett Magnan**

Managing Director, Toronto  
Canada ICI Capital

**David Tweedie**

Head of National Brokerage  
RBC Capital Markets  
Real Estate Group

**Adrian Rocca**

CEO  
Fitzrovia Real Estate Inc.

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Executive Vice President,  
National Investment Team  
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Choice Properties REIT

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Platform Insurance

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Carttera

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VP of Investments  
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**David Dulberg**

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RBC Capital Markets  
Real Estate Group

**Jaime McKenna**

Managing Director and  
Group Head Real Estate  
Fengate Asset Management





## 2021 COMMITTEE MEMBERS continued

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Advisory & Transaction  
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Secretary  
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**Joey Comeau**

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Ellis Don

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Vice President, Business  
Developments & Finance  
Broccolini Real Estate Group

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**Randy Hoffman**

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**Sal Iacono**

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**Sam Frum**

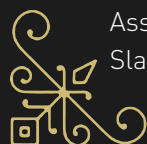
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Metropia

**Shamez Virani**

President  
CentreCourt

**Tony Reale**

Head of Canadian Property  
Brokerage & Real Estate  
Advisory  
BMO Capital Markets







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*For Cancer Research*

### 2020

#### CHIP FELLOW SPONSORS



#### CARD SPONSORS



#### EVENT SPONSORS

