

Meet CIBC's 2014 Regional Run Champions

It takes the strong commitment and spirit of these outstanding Regional Run Champions to lead us all to the starting line for this year's Canadian Breast Cancer Foundation CIBC Run for the Cure on Sunday, October 5.

Learn more about these nine individuals who oversee a team of dedicated Run Champions in each of the 66 Run Site locations across the country.



Jassy Braich, BC, Senior Consultant, Sales & Service

"I love the CIBC Run for the Cure because it brings people together and unites us to fight the battle against breast cancer," says Jassy, who has been with CIBC for 13 years and has organized fundraising events in Vancouver a number of times.

Family is extremely important to Jassy, who participates and volunteers in the CIBC Run for the Cure for all the women he loves – his wife, daughter, mom and aunt. "It matters to me because breast cancer could affect my family and family is the foundation of my life."



Sangeen Natt, Alberta, Sales Leader

Sangeen has participated in the CIBC Run for the Cure for 13 years, the past six as a Run Champion and second as Regional Run Champion, because she feels like she can make a difference and give back to her community.

"This cause does not just affect those with breast cancer, it affects everyone," says Sangeen whose aunts, family friends and a colleague have all battled the disease. "It makes me proud to work for an organization with such a strong community commitment. I still tear up today when I remember a client who asked to sit down with me to thank me for everything CIBC does for breast cancer research and awareness. She said that we are the reason she is here today."



Linda Schulze, Prairies & Northern Ontario, Asset Specialist

"Working at CIBC and being involved in the community was important to me," says Linda, who is returning as Regional Run Champion this year, after serving previously as Run Champion for five years.

Linda, whose partner's mother is a Breast Cancer Survivor, says she is inspired by the feedback that she receives from survivors telling her that they are here today because of the Run and CIBC and the Canadian Breast Cancer Foundation.

"My best Run memory is from my first Run day as Run Champion in Winnipeg. The sea of Pink t-shirts of survivors and Team CIBC was more than words can explain. If we can help save one life at a time, then we have made a difference."



Jennilea Ramos, South Western Ontario, Branch Manager

"I decided to join the Run because I wanted to be involved in something great!" says Jennilea who is taking on a leadership role as Regional Run Champion this year, after three years as Run Champion the Windsor and Niagara Region.

Jennilea sees the Run as a proud part of working for CIBC giving her both the chance to be a part of something that is close to her heart and allows her to get involved with her community. "My grandmother had breast cancer and just recently someone very close to me was diagnosed and is still trying to fight it ," says Jennilea. "This is closer to my heart now more than ever!"



Rose Dorland, GTA West, Senior Consultant, New Initiatives

After 37 years with CIBC, Rose says there are many things that make her proud to work for this organization, but none more than our association with this very worthy cause.

"I am proud to take on the role of the GTA West Regional Run Champion for a second term. Breast Cancer is no stranger to my family having lost my mother and two aunts to the disease," says Rose. "For me, raising awareness is one of the most important reasons for the CIBC Run for the Cure. I am looking forward to working with all of the Run Champions and especially with the 2014 GTA West Champions. Together we will ensure that 2014 is the best campaign ever!"



Zina Atkinson, GTA East, Business Development Manager

Zina is taking on the CIBC Regional Run Champion role for the second time after six years as a Run Director.

With two daughters and breast cancer on both their mother's and father's side, Zina doesn't want this disease to be their reality. "By volunteering, participating and fundraising I'm doing what I can to ensure they see a future without breast cancer, says Zina, whose cousin lost her battle with breast cancer at the age of 44, and mother-in-law and aunt are both survivors. "Seeing Survivors at different stages of dealing with the illness and seeing some familiar faces come back next year reinforces why I give my time to the cause."



Alison Phillips, Central & Eastern Ontario District Branch Manager

"I am so proud to be a small part of this event – part of the bigger Team CIBC," says Alison, who has participated since the days before CIBC was title sponsor. "When I was very young my mother's best friend died of breast cancer. Seeing the impact on her family and friends was something I will never forget. I have 5 children and this event has helped them understand the importance of getting involved to do something positive in the world. I would love it if they could be part of a world where breast cancer no longer exists."



Joanne Lavergne, Québec, Regional Run Champion for Quebec, Financial Services Representative

As a long-time employee and Run volunteer for many years, Joanne's best Run moment is each year seeing the many women on Run Day in "I am a survivor" T-shirts. "When we see the number of women who now survive from breast cancer it shows that our small contribution as a volunteer can make a difference."

Watching so many women close to her affected by breast cancer – and survive – including her 40-year-old niece, several cousins and aunts, as well as her colleague Lyne, Joanne is committed to doing whatever she can to support the cause. "The lives of those women are very important for me. I will continue to be devoted to the cause for all of them, and help to find a cure for this terrible disease."



Janice Neumann, Atlantic, Operations Specialist

"There isn't a person I know who has not been touched in some way by breast cancer – be it family, friends or co-workers," says Janice, who has been a Run volunteer for 19 years. "The Run brings so much awareness to the cause and brings people together in like circumstances for support. At my very first Run – in Vancouver – I was overwhelmed by the number of pink T-shirts and the positive attitudes of the survivors."