



Lionel Robins, Chairman of The Princess Margaret Hospital Foundation, is pleased to announce the appointment of Paul Alofs as President and Chief Executive Officer.

Mr. Alofs brings to the Foundation a solid business background in strategic planning, innovation, promotion and marketing, as well as substantial experience in the not-for-profit fundraising area. He has occupied several senior executive positions in the sales and marketing sector including: President, Strategic Business Units for MP3.com; General Manager and Executive Vice President, The Walt Disney Company - The Disney Store, Inc.; President and General Manager, BMG Music Canada, Inc.; and President, HMV Canada Ltd.

Mr. Alofs is actively involved in his community and currently serves on the Board of Covenant House Toronto. He has been an active member of the Young Presidents' Organization (YPO) and has served on the board of Branksome Hall School. In 1995, he was chosen as one of Canada's Top 40 Under 40 business leaders.

The Princess Margaret Hospital Foundation is dedicated to raising funds in support of cancer research, care, and education at the Ontario Cancer Institute/Princess Margaret Hospital and the University Health Network.