

# THE WORKERS OF BUTTERFLY OF HOPE



PHOTO: ALAN HENRY

CARLOS JARDINO WITH THE MEMBERS OF TEAM BUTTERFLY OF HOPE, EWA HENRY, CHAD CIESLIK AND BARB MYERS

## PCM JOINS THE FIGHT AGAINST WOMEN'S CANCERS

**C**arlos Jardino believes so much in healthy breasts he's prepared to put his money down for it. Not only does he build the show homes that raise millions for the Princess Margaret Foundation, he also gives generously to The Weekend To End Women's Cancers.

Held this year on the Sept 10-11 weekend, with an expected 4000 participants, the 60 km walk begins at the Downsview Park, winds through parts of Toronto's and then comes back to Downsview, for an overnight at a tent city where bands and dances keep the mood high. The Sunday portion of the walk has participants return to Downsview for the amazing closing ceremonies.

Most participants gather themselves into teams – but the team Mr Jardino has chosen to support is Butterfly of Hope, the second largest organized team with 221 members nationally, and 70 on the Toronto team, and present in all eight walks across Canada.

Butterfly of Hope has an interesting history. It was founded by Chad Cieslik, a semi-retired appraiser who has been walking for eight years. Although he started the event to honour his mother in law, a breast cancer survivor, he has continued the gruelling 60 km walks – in eight cities across Canada – because of “the stories, the laughter, the tears, the aches and pains. The rest of us may do the hills and climbs which takes its toll on knees, but the people holding pink lanyards are the ones really working hard – they continue the battle against breast cancer, and they're the ones still going up those hills and not giving up. It's not just about walking, or finishing fast, it's about engulfing yourself completely in the whole event and what's going on.”

For Cieslik, the walk opened a whole new world: “I met so many great people, had lots of fun, but it was the feeling approaching the finish line, and you're 100 meters away and it hits you what you've accomplished, and the people you are doing this for, the people met along the way, and the people on the sidelines. The emotions run wild.”

It's this contagion of feeling that has caught up so many in the walk. As the flutter of a butterfly's wings in one part of the world causes a tidal wave in another, the Butterfly of Hope team has created a flood of interest across Canada for women's cancers, raising \$230,000 in eight years, and drawing in countless people to the cause.

As Barb Myers, a 20 year breast cancer survivor says, “you get 5000 people walking through the streets of Toronto – it gets noticed.”

Myers says the sphere of influence also hits close to home and that people can easily instil a sense of giving in their children. “My own grandchildren made posters which they took around to stores, and after talking enthusiastically to the store owners were able to place every one of their posters. The \$87 they made at their lemonade stand was happily given over to cancer.”

It's these stories that has held Cieslik's attention the past eight years through 43 events, especially through his own bout with cancer last year: “The feeling doesn't change. After walking 60 km, and within 100 meters of the finish line, it hits you what you've accomplished, and the people who you're doing it for, the people you meet along the way, their stories, and the people on the sidelines. The emotions run wild and unless you are dead and have no heart, you are deeply affected.”

All monies raised from The Weekend are given to the Princess Margaret Foundation to help the foundation increase its ability to attract top cancer cure researchers, so that “women can live into their golden years, and hold their grandkids,” Cieslik adds.

While Mr Jardino gives money for The Weekend, his major contribution to the cancer cause is planning, designing, and building many of the Princess Margaret showhomes. His company PCM (Project & Construction Management) has built Princess Margaret showhomes in southeast Oakville since 2007.

The 2011 showhome in prestigious southeast Oakville is valued at over \$3.9 million and opens for public viewing this Saturday, September 10. Visit [helpconquercancer.ca](http://helpconquercancer.ca) for hours, directions, and a virtual tour.

For more information about The Weekend, please see [www.endcancer.ca](http://www.endcancer.ca).



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