



The Princess Margaret  
Hospital Foundation  
University Health Network

## Princess Margaret Hospital launches revamped breast cancer centre

### FOR IMMEDIATE RELEASE

**Toronto, Aug. 30, 2006** – Many of the thousands of walkers who have raised \$31 million for Princess Margaret Hospital (PMH) by participating in The Weekend to End Breast Cancer (WEBC) fundraising walks are about to get a sneak peek at the impact of their phenomenal success.

The first-ever Breast Cancer Forum and Impact Tour takes place Wednesday, Aug. 30 from 6-9 p.m. at PMH when the hospital officially opens its revamped M. Lau Breast Centre. This is where walkers will see their dollars at work most visibly as they tour the newly unified hub for breast cancer care that now integrates and streamlines prevention, treatment and survivor programs.

“It’s monumental to see the tangible results of the efforts – physical and fundraising – of so many dedicated people who are committed to our cause to conquer breast cancer once and for all,” says Paul Alofs, President & CEO of The Princess Margaret Hospital Foundation, which started the WEBC event in Canada.

Of particular interest to walkers will be The Weekend to End Breast Cancer Survivorship Centre, a welcoming environment for breast cancer survivors, their families and friends. Here participants can meet one another, share valuable experiences and find support, treatment and survivorship care.

WEBC proceeds helped launch -- and continue to support -- The Breast Cancer Survivorship Program at PMH. “This program empowers patients to develop the courage, confidence and control to manage their breast cancer journey with, through and beyond cancer,” says Dr. Pamela Catton, Medical Director. “We also provide clinical assessments and supports, including a lymphedema clinic, to help survivors manage the physical effects of breast cancer treatment as they move beyond the hospital environment.”

Dr. David McCready, Head, PMH Breast Site Program, says the revamped M. Lau Breast Centre couldn’t have happened without the walkers. “Thanks to WEBC fundraising, we’ve been able to reconfigure an existing area, expand our clinical programs and create a warm and welcoming patient-centred space.”

Walkers will also hear firsthand from the scientists, physicians and health-care teams whose work has progressed thanks to their fundraising.

A large portion of WEBC proceeds -- \$25 million over five years -- is directed to breast cancer research at The Campbell Family Institute for Breast Cancer Research at Princess Margaret Hospital. Thanks to WEBC, the Institute was launched in June 2004. A few months later, it was renamed in recognition of a transformational gift of \$25 million from the Campbell family. Under the leadership of world-renowned scientist Dr. Tak Mak, an elite team is advancing research into areas targeting genes to fight the disease. This, in turn, will lead to the development of new drugs and therapies that are more effective and can increase quality and length of life.

Dr. Mak says: "Today, fully three quarters of all breast cancer patients are expected to survive. But we cannot yet declare total victory, as we are still losing thousands of loved ones every year. The generous help of so many walkers and supporters has helped us bring together 100 top scientists, physicians and staff to engineer the further defeat of this devastating disease. We will not stop until we do."

**Highlights of WEBC proceeds at PMH:**

- \$25 million commitment (over 5 years) to The Campbell Family Institute for Breast Cancer Research at Princess Margaret Hospital
- \$2.5 million to revamp the M. Lau Breast Centre and the breast imaging area
- \$2 million to the Breast Cancer Survivorship Program and The Weekend to End Cancer Survivorship Centre
- \$2 million for equipment for specialized protein analysis in breast cancer research
- \$500,000 to support clinical trials which test new chemotherapy drugs
- \$500,000 to purchase a digital mammography machine
- \$490,000 to provide reconstructive surgery for breast cancer patients
- \$400,000 to collect breast cancer data and tumor samples used in research
- \$280,000 to purchase an Xpress Tissue Processor to enable faster biopsy results
- A genetics program to help identify and counsel women at increased risk due to heredity (BRCA1 and BRCA2)
- A fellowship program to train the next generation of breast oncologists

The WEBC is a two-day, 60-km trek through Toronto. It began at PMH in 2003 and for three years running has been the most successful fundraising event of its type in Canadian history. Proceeds are used to advance research, enhance clinical care and treatment programs, and provide support to survivors.

Participants are already gearing up for this year's walk Sept. 8-10. They include Mr. Alofs, who is walking for the fourth consecutive year to honour his own mother who died of breast cancer in 2002, and many others from the PMH family.

*The Princess Margaret Hospital Foundation at University Health Network raises funds for research, education and the enhancement of patient care at Canada's leading cancer research hospital, Princess Margaret Hospital and its research arm, the Ontario Cancer Institute. For more information, please visit us at [www.pmf.ca](http://www.pmf.ca). University Health Network consists of Princess Margaret, Toronto General and Toronto Western Hospitals, and is a teaching hospital affiliated with the University of Toronto.*

**Contacts:**

Jane Finlayson  
Director, Strategic Initiatives and Communications  
The Princess Margaret Hospital Foundation  
416-946-2898  
[jane.finlayson@pmhf.ca](mailto:jane.finlayson@pmhf.ca)

Jennifer Kohm  
Senior Public Affairs Advisor  
Princess Margaret Hospital  
416-946-2846  
[jennifer.kohm@uhn.on.ca](mailto:jennifer.kohm@uhn.on.ca)