

**It may seem like we've been fighting
this fight forever. But we haven't.**

There was a time, not long ago, when cancer was a death sentence. And the treatment was dreaded almost as much as the disease. We've seen that change in our lifetime, at The Princess Margaret.

We've seen the entire process of cancer care forever altered. We've seen radical mastectomies become lumpectomies. We've seen the precision of image-guided therapies spare more healthy tissue. We've seen undreamed-of advances at the cellular level and revolutionary work in healing beyond the body.

All in our lifetime. All at The Princess Margaret.

We see the things we do, give hope to millions, one person at a time. We've transformed a provincial cancer hospital into one of the world's top five cancer research centres. As a proud partner of the University Health Network, we've grown our people into the thousands. We see leading researchers, from all over the world, leave their homes to come here. Because this is where they believe the fight will be finished. In our lifetime.

Yes, we are still losing people to cancer. But more and more, we are controlling the cancer, instead of the cancer controlling us. We now know that every cancer is as individual as the patient. So we're developing personalized care that delivers the right treatment to the right patient at the right time. This is the future of cancer medicine, and we are on the forefront of that progress, today.

It may seem like we'll be fighting this fight forever. But we won't. Because we're closing in. We have the momentum. We have the talent. And we have the passion. This is the front line. We are Canada's cancer warriors. But we can't do it alone.

The world needs to hear The Princess Margaret message. So share it at every opportunity with anyone who will listen.

It's a simple message, really. But it's a message of incredible power: we are conquering cancer at Canada's cancer research centre, The Princess Margaret. In our lifetime.

Believe It
**WE WILL CONQUER CANCER
IN OUR LIFETIME.**



The Princess Margaret

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