

# The Voice of Progress

Donor News from The Princess Margaret Hospital Foundation

## Newsletter Now Available Electronically

In an effort to save money on printing and postage, and to get news to our donors more quickly, we now offer e-mail delivery of *The Voice of Progress*.

Simply send us your e-mail address and we will send you an easy-to-read electronic version in lieu of a traditional paper copy. Our e-mail friendly format is identical to the printed version in appearance and content. To receive your copy, please complete and return the reply form on the back.

## Help Shine Light on Breast Tissue Density

High breast tissue density is associated with increased risk of breast cancer. Researchers at Princess Margaret Hospital are currently conducting a study that monitors changes to an individual's breast density over time.

The new technique, called **Optical Transillumination Spectroscopy (OTS)**, uses a non-ionizing white light that shines through the breast tissue from top to bottom to measure breast density. The non-invasive technique is safe for women of all ages and does not require biopsies, blood sampling or plate compression. Women between 25 and 45 years of age, who are pre-menopausal, have not had a full term pregnancy, and who have had no breast surgery - biopsy, augmentation or reduction - are encouraged to volunteer for this study.

Visits are scheduled at approximately three-month intervals over a three-year period (up to 12 visits in total) for OTS screening. Each visit will take about 30 minutes.

For more information or to enroll, please contact Kristina Blyschak or Samantha Dick at (416) 946-4501 ext. 5891 or 4202.

THE CAMPBELL FAMILY

Institute for  
Breast Cancer Research  
at Princess Margaret Hospital



## \$25 Million Gift

### Canada's Largest to Cancer Research

On October 25, 2004, Princess Margaret Hospital received a gift that was truly transformational. Audrey Campbell, daughter of the late Roy Thomson, and her three daughters donated \$25 million to support the newly launched Institute for Breast Cancer Research.

Marking the country's largest private gift to cancer research, these funds will help the institute become a world-leading program in breast cancer research by leveraging basic, translational and clinical research into dramatic breast cancer breakthroughs.

The research facility, which was launched in June, will be renamed The Campbell Family Institute for Breast Cancer Research at Princess Margaret Hospital, in honour of the family's generosity.

The institute's director, world-renowned and award-winning scientist Dr. Tak Mak, called the donation a "significant and visionary gift to breast cancer research." The gift will allow the institute to more than double its current number of principal investigators from 5 to 12 and increase its research staff to 150.

"This gift will allow us to make a major effort towards the development of early diagnosis procedures and more effective treatments that can increase the quality and length of life of these individuals," said Dr. Mak.

Already \$85 million is committed to the institute, with part of the money coming from funds raised by thousands of walkers in Toronto's annual Weekend to End Breast Cancer.



The Princess Margaret  
Hospital Foundation

## Cancer Prevention Through Dietary Changes

Advice  
from PMH  
Clinical  
Dietitian,  
Susan Haines



While no single food can prevent cancer, making healthier food choices can reduce your risk for certain cancers, and help protect against heart disease, stroke and a variety of other health problems. Eating a healthier, more balanced diet can have a direct affect on your overall health.

Some studies have shown that a **diet containing low to moderate amounts of total fat** may protect your body against certain cancers. The type of fat you eat may be just as important or even more important than the total amount of fat in your diet. Healthier fats are found in canola and olive oils, fatty fish (salmon, sardines, mackerel, etc.), nuts and avocado. Animal fats are saturated and less healthy.

Choose lean cuts of meat and poultry and low-fat dairy products to reduce saturated fat. The worst fats are trans fats, or hydrogenated fats, which are found in many store-bought baked goods and deep-fried snacks, like potato chips and french fries. On food labels, look for the words 'hydrogenated' or 'shortening' in the list of ingredients. These foods are loaded with saturated and trans fats and should be avoided.

## Proven Significant Survival Benefit for Men

An international study, authored by Dr. Ian Tannock, a medical oncologist at Princess Margaret Hospital, shows that men with advanced, incurable prostate cancer can survive an average of three months longer and face fewer symptoms when treated with a new chemotherapy drug.

The study tracked more than 1,000 patients, most of whom were over the age of 65, with advanced metastatic prostate cancer. The patients were randomized to receive one of three treatment regimens - docetaxel once every three weeks plus the steroid prednisone daily, docetaxel every week with daily prednisone, or mitoxantrone, the standard chemotherapy, every three weeks plus daily prednisone.

Investigators reported that the men who received docetaxel administered every three weeks did better than those who received mitoxantrone, and it significantly improved patients' PSA responses by more than 40 per cent.

"The new treatment of docetaxel results in many patients feeling better and living months longer," said Dr. Tannock. "As a result, we are recommending docetaxel every three weeks with daily prednisone as the new standard of treatment for many patients with advanced hormone-refractory prostate cancer."

## Creative Contributions for Special Occasions

Celebrations are a time to reflect on our good fortune, honour those close to us and foster goodwill among family, friends and colleagues. Whatever the occasion, let The Princess Margaret Hospital Foundation help make your celebration meaningful and special.

With the holidays fast approaching, why not send holiday wishes to friends and family, and at the same time, support research and patient care at Princess Margaret Hospital?

In lieu of traditional wedding favours, a growing number of couples are presenting their guests with a card inscribed with a special message to let them know that a donation has been made in their honour.

Choose from 10 impressive card designs printed on quality card stock. Individual cards are \$1.50 each and measure 4.25" x 6.25". For an additional fee, a full-service package is available for you to have your cards personalized with a special message, addressed, assembled and mailed on your behalf.

For information on all of these services, please contact Elisa Williams at (416) 946-4501, ext. 4105 or e-mail [elisa.williams@uhn.on.ca](mailto:elisa.williams@uhn.on.ca).



### Privacy Statement

The Princess Margaret Hospital Foundation is dedicated to supporting excellence in health care by raising funds for cancer research, patient care and education. We can only successfully fundraise with the support of our friends and community.

If as a supporter you wish to limit or alter the number and/or timing of the mailings you receive, please contact us at (416) 946-4501, ext. 4105 to discuss your preferences.

We value all of our supporters and are committed to working with each for their benefit and that of the hospital. **We do not trade, rent or sell the names of our valued supporters.**

Should you wish to be removed from our fundraising list(s) at any time, please contact us at (416) 946-2114 or e-mail: [listremovalpmhf@uhn.on.ca](mailto:listremovalpmhf@uhn.on.ca).

## More Than Just a Wig Salon

Hair loss, perhaps the most visible side effect of cancer treatment, is an unfortunate reality that many cancer patients face. In today's image-conscious world, hair loss can be devastating. Just ask Caroline Souter who started losing her hair three weeks into treatment. "I loved my hair and took really good care of it. Accepting my hair loss was very difficult," she said.

After hearing about the Wig Salon and Accessories Boutique at Princess Margaret Hospital, she booked a consultation with one of their wig specialists. "The first time I visited the salon I wasn't emotionally prepared to choose a wig, but Zain made me feel very comfortable, even though it was such a difficult time for me," explained Caroline.

Since 1995, the PMH Wig Salon, located on the third floor, room 642, has provided a valuable service to hospital patients. In addition to its fabulous wig selection, the salon carries stylish hats, turbans, scarves and caps. The expert team of wig specialists offers a wealth of experience and skill in wig fitting, styling and support for patients who are looking for guidance while adjusting to their hair loss.

"I received so many compliments from my family and friends," raved Caroline. "Most of my friends and colleague didn't even notice that I was wearing a wig."

The Wig Salon and Accessories Boutique is open Monday to Friday, 9 am to 4 pm. For more information, call (416) 946-6596.



*Caroline Souter (left) benefits from a wig fitting from Salon Manager and Wig Specialist Zain Haji*



On behalf of The Princess Margaret Hospital Foundation, we extend our sincere best wishes to you and your loved ones for a happy and safe holiday season.

**Join Us in the Fight...**As a sign of your commitment to conquering cancer, visit our web store at [www.pmhf-uhn.ca](http://www.pmhf-uhn.ca) or call 416-946-6560, toll free 1-866-224-6560, to order your **Princess Margaret Hospital "Conquer Cancer" wristbands**. Each is priced at \$2.00. All proceeds will support cancer research at PMH.

## PMH Joins Forces to Combat Multiple Myeloma

On August 17, 2004, Princess Margaret Hospital became part of the Multiple Myeloma Research Consortium (MMRC), a first-of-its kind non-profit organization to integrate and coordinate four leading cancer research institutions' clinical trials in order to share their expertise and research data and accelerate the development of new, lifesaving therapies for multiple myeloma.

The new consortium, which also includes the Dana-Farber Cancer Institute in Boston, MA, the Mayo Clinic Cancer Center in Rochester, MN, and the H. Lee Moffitt Cancer Center & Research Institute in Tampa, FL, will share a tissue bank and a common database.

Multiple myeloma, a rare cancer of the plasma cell - part of human blood products - is an incurable but treatable disease. There are approximately 5,000 people in Canada presently living with multiple myeloma and each year an estimated 1,500 new cases of the disease are diagnosed. With an average five-year survival rate of only 32%, new therapies are urgently needed.

"The benefit to Canadians is that they will have access to newer drugs to treat myeloma faster," said Dr. Keith Stewart, a senior scientist at Princess Margaret Hospital and a member of the consortium's leadership team.

Stewart hopes the MMRC will become a new research paradigm for many other cancers, especially those that are uncommon and "don't get the attention they deserve." For more information about the MMRC, visit [www.themmrc.org](http://www.themmrc.org).

## Life Insurance: The Forgotten Gift?

Do you have an existing life insurance policy you no longer need? Perhaps other assets have grown to provide the protection you require while your insurance policy lies forgotten in a safety deposit box.

### Did you know that such a policy could make a valuable charitable gift to The Princess Margaret Hospital Foundation?

Instead of donating cash or a gift of stock, you could simply name The Princess Margaret Hospital Foundation as the beneficiary of your policy. You will receive a charitable donation receipt for its current value. The Foundation would cash the policy to put those dormant dollars to work right away to help fight cancer.

Otherwise, you could purchase a new policy and transfer ownership to The Princess Margaret Hospital Foundation. While receiving a charitable donation receipt for every premium you pay, you could be

empowered to give a much larger gift than you may ever have thought possible.

Your gift of insurance could be used to establish a permanent endowed research fund in your name, or even honour someone else. Your policy could also be used to help with patient care needs at Princess Margaret Hospital. How your gift is used is entirely up to you.

A donor who chose to support the Foundation this way enthusiastically stated, "Giving a significant gift using life insurance was so easy – I feel like I'm benefiting more than the hospital by making this gift."

If you have insurance you would like to contribute, or if you are currently paying premiums on a policy and want to investigate how it might serve as a gift, contact K.C. Carruthers, Director of Planned Giving at (416) 946-6562.

## Eye on Research Targeting "Hidden" Cells Key for Ending Leukemia

A team of Toronto General Hospital researchers may help explain why 60-90% of leukemia patients experience a recurrence following treatment.



Using his pioneering method of studying human stem cells, Dr. John Dick and his team learned that there are many different types of leukemia stem cells (LSC), just as there are different types of regular, healthy blood stem cells. Some of these LSCs are fast acting, while others can lay dormant for a long time before they become reactivated.

"Our research suggests that leukemia recurs so often because chemotherapy isn't designed to target these dormant cells, which are essentially hiding from the treatment," says Dr. Dick. "Now that we know they're there, we need to figure out how to eliminate them."

Dr. Dick predicts that similar cancer stem cells will be found for solid tumors, such as breast cancer.

### FALL/WINTER NEWSLETTER REPLY FORM

**Yes, I will help support cancer research, patient care and education. Enclosed is my gift of:**

\$35     \$50     \$100     \$250     Other \$ \_\_\_\_\_

I prefer to make my gift by:

Cheque (payable to The Princess Margaret Hospital Foundation)  
 Credit Card:     VISA     MasterCard     AmEx

Card No.: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_ Telephone: \_\_\_\_\_

#### Please complete the following information:

Mr.     Mrs.     Ms     Other \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

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