

*For Immediate Release*

## **Breast Cancer Society of Canada commits millions in support of research in London.**

*London, Ont.* –The Breast Cancer Society of Canada announced a gift of \$2.5 million today, in support of breast cancer research at London Health Sciences Centre. The gift will support research at Lawson Health Research Institute, the hospital's research partner, and more specifically the Pamela Greenaway-Kohlmeier Translational Breast Cancer Research Unit located at the hospital's London Regional Cancer Program.

"It is the generosity of Canadians through fundraising efforts like our annual, national Dress Down Day that makes our support of this leading breast cancer research unit possible," says BCSC Executive Director Marsha Davidson. "We can't thank them enough for helping fight this deadly disease."

Dress Down Day takes place across Canada on the first Friday of each October. This year's event takes place October 2. Workplaces and individuals can learn more about the event and register at [www.dressdownday.ca](http://www.dressdownday.ca).

The head of the Pamela Greenaway-Kohlmeier Translational Breast Cancer Research Unit, Dr. Ann Chambers, who is also the Canadian Research Chair in Oncology, notes that donor-dollars play an especially important role in funding the initial stages of research.

"Donor money provides all-important seed money that allows researchers to identify and explore promising avenues of research," Dr. Chambers says. "This funding allows researchers to produce the initial 'proof of principle' results required to attain grants from external agencies, which then continue to fund the research."

This gift may be given locally, but it has implications that reach out beyond the London region.

In thanking the BCSC on behalf of patients and researchers alike, LHSC President and CEO Cliff Nordal notes, "This gift and the ongoing support of the Breast Cancer Society of Canada have benefited patients across Southwestern Ontario, through the London Regional Cancer Program and worldwide, through the sharing of the unit's research results."

Over a decade ago, LRCP and the BCSC shared the vision of developing a translational breast cancer unit. In 1998, this vision became a reality with a donation of \$1.22 million from BCSC. This hub for breast cancer research was further enhanced by a renewed commitment of \$1.5 million from the BCSC in 2004. In total, the BCSC has now committed more than \$5 million to breast cancer research through the London Health Sciences Foundation.

These significant investments have created one of the country's leading translational research units, resulting in better ways to prevent, detect and treat breast cancer.

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The unit fosters communication between scientists studying breast cancer and doctors treating patients to identify research projects and discoveries, then directly apply that learning and new knowledge to patient care. Fundamentally, it puts valuable theories into practice - a progression that is absolutely essential to find a cure.

“We are so very grateful for the Breast Cancer Society of Canada’s ongoing commitment to helping find a cure for breast cancer,” says LHSF President and CEO Dan Ross. “This unit simply would not exist without their support.”

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**A free-for-use video interview with Dr. Ann Chambers and B-Roll is available.** Download at [www.lhsf.ca/media/index.asp](http://www.lhsf.ca/media/index.asp)

**London Health Sciences Centre** has been in the forefront of medicine in Canada for over 130 years and offers the broadest range of specialized clinical services in Ontario. Building on the traditions of its founding hospitals to provide compassionate care in an academic teaching setting, London Health Sciences Centre is home to Children’s Hospital, South Street Hospital, University Hospital, Victoria Hospital, two family medical centres, and Lawson Health Research Institute - a joint research initiative with St Joseph’s Health Care, London. As a leader in medical discovery and health research, London Health Sciences Centre has a history of over 30 international and national firsts and attracts top clinicians and researchers from around the world. As a regional referral centre, London Health Sciences Centre cares for the most medically complex patients including critically injured adults and children in Southwestern Ontario and beyond. The hospital’s 10,000 staff, physicians, students and volunteers provide care for more than one million patient visits a year. For more information visit [www.lhsc.on.ca](http://www.lhsc.on.ca).

**London Health Sciences Foundation** is a Better Business Bureau accredited charity, linking our community and health care experts—including physicians, allied professionals, researchers, staff and educators—together in pursuit of medical excellence at London Health Sciences Centre. Established to strengthen London Health Sciences Centre's ability to provide the highest quality health care for patients in Southwestern Ontario and beyond, we offer opportunities to support discovery and innovation in research, education and patient care at our hospital. To see how donations create positive moments changing the lives of patients, their families and friends, and to see how you can support patient care and innovation at London Health Sciences Centre, visit [www.lhsf.ca](http://www.lhsf.ca).

The **Breast Cancer Society of Canada** is a registered, national, not-for-profit, charitable organization dedicated to funding Canadian breast cancer research into the detection, prevention, treatment and to ultimately find a cure for the disease that women fear most. For more information please visit [www.bcsc.ca](http://www.bcsc.ca).

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