



## Shoppers Drug Mart® Weekend to End Women's Cancer™ benefiting Ottawa Regional Cancer Foundation

Thanks to outstanding donor support, Weekend funds are benefitting the Ottawa Regional Cancer Foundation – and helping to increase cancer survivorship in Eastern Ontario. The Cancer Foundation is the only local organization dedicated to raising funds exclusively for cancer care in our region. Here's how your dollars have been put to work in our community:

### Breast Cancer Molecular Lab:

Funds from the Weekend are helping to equip and staff the Breast Cancer Molecular Laboratory at the Ottawa Hospital Research Institute. This laboratory brings a new dimension to breast cancer patient as it is dedicated to assessing the specific molecular changes in individual patient tumours. The result: more 'personalized' cancer treatment – and will help doctors develop new ways of treating breast cancer.

### Education:

Funds generated through the Weekend were utilized to develop and implement a public awareness campaign designed to promote the importance of breast cancer screening, early detection through self-examination and to regularly consult their doctors to obtain mammograms.

### Hospital Expansion:

Funds from the Weekend were allocated to assist in the Construction of a Cancer Centre at the Queensway Carleton Hospital, in Ottawa's west end. This Centre will specialize in treatments for patients with breast and prostate cancer. This new facility will also ensure local residents have faster access to care.

A portion of the funds are also allocated to smaller partner hospitals across Eastern Ontario to help these facilities enhance their surgical and chemotherapy treatment facilities and develop supportive care programs. This helps local residents have quicker access to the best possible cancer care close to their homes.

### Centre of Excellence:

Money raised during the Weekend has been invested in the establishment of a new and unique Centre of Excellence in Ottawa – a research Centre that will specialize in the personalization of breast cancer treatment.

### Human Resources

With proceeds from the Weekend, the Cancer Foundation has hired a number of staff including the following positions:

- pathologist
- lab technician
- breast cancer clinical research associate

### Ongoing Research

Proceeds from the Weekend have been used as vital seed funding for numerous research projects. When an idea is proven to be promising researchers are able to leverage this money to secure millions of dollars in government grants. Here in Ottawa, funds enabled the completion of a research initiative comparing mutations in breast cancer primary tumours and brain metastases.

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