

the **BOTTOM** line

Colon Cancer Canada wants you to start talking about it, know your risks and speak to your doctor about screening. If caught early, colon cancer is 90% curable.

The Annual Walk/Run Steps It Up Again!

Our annual Walk/Run for Colon Cancer Research exceeded expectations for the thirteenth year in a row. Over 1,100 participants laced up in Toronto, Burlington, Durham Region, Kamloops and Vancouver in May/June.

Despite the cautious economic climate, the pledges and support for our walkers and runners was outstanding. We beat our 2008 total and this year raised over \$345,000! We would also like to thank The Offman Family for chairing the 2009 Walk/Run and for their amazing fundraising efforts.

The enthusiasm shown for the Walk/Run events proved that no matter how devastating the effects of colon cancer can be, families touched by it rally together to make a difference. Thank you - we look forward to seeing you next year! Please check our website for a recap of our fundraising achievement.



The Anne Murray Charity Golf Classic



On Wednesday May 20th, 2009 Colon Cancer Canada launched the inaugural Anne Murray Charity Golf Classic. The tournament signified the first time that Anne had attached her name to any golf event. With Anne's ongoing support and commitment, the tournament will be an annual event.

It was an uncharacteristically beautiful May afternoon for the 136 golfers that came out to the Wyndance Golf Club in Uxbridge for the tournament. Anne Murray graciously agreed to have her picture taken with each foursome at registration and the participants took home a framed copy of this very special memento at the end of the day.

After being fitted for their Calloway shoes, the golfers enjoyed a quick lunch and set out for a great day of golf followed by a live and silent auction and a delicious dinner. The winning foursome was played by Josh Brandes, Jaimie Grossman, Robbie Grossman and Josh Title. All in all, the day was a tremendous success with \$150,000 raised for the cause.

We look forward to next year's tournament and hope to see you all there!



Anne Murray

Behind the Scenes



Our Walk/Run events in cities outside of Toronto are headed up by tireless volunteer leaders. We are grateful for their dedication, time and effort. We asked them what drives them to give so willingly to this cause.

"Having volunteered [at the Walk/Run] the two years prior, I was inspired to organize this year's walk when my mom was diagnosed with colon cancer. The response and support has been overwhelming." – Lauren Dudeck, Vancouver

"I wanted to do something to raise awareness of colon cancer after my third bout with it, so I started looking at what I could do to help

others. I was looking at Colon Cancer Canada's website and found they had a walk. So I called and signed up to organize the walk here in Kamloops." – Laurie Wayne, Kamloops

"I became involved with the event when my aunt passed away from colon cancer and also due to a friend who is enduring cancer day by day. So my sisters and I decided to organize a walk and educate the public on colon cancer and screening. My goal for the Walk/Run this year is to educate the public on colon cancer. The responses I received towards the walk have been great; many people in the community are responding well." – Monika Joshi, Durham Region

"We became involved in the walk four years ago. We lost our father to the disease in 2004. At that time, we felt really overwhelmed by our loss and wanted to try to help others in some capacity, as well as honour the memory of our father. We decided that we could best help Colon Cancer Canada by starting a walk in our own community of Burlington. Our first walk had about 25 participants and now we have over 125 walkers. It feels good to know that we are helping to get the message out there and connecting with people that share our same goal." – Tina Milutinovich and Tracey Mazzocato Dupuis, Burlington

Interested in starting a Walk/Run in your community? Let us know!



2009 Gala of Hope: Thursday, October 22nd

Colon Cancer Canada is pleased to announce that this year's Gala of Hope will honour Dr. Andrew J. Smith. Dr. Smith is Surgical Oncologist the Odette Cancer Centre, Head of the Division of General Surgery at Sunnybrook Health Sciences Centre and the Chair of General Surgery in the University of Toronto. His major clinical and research interest is metastatic, locally recurrent and

locally advanced colorectal cancer and Knowledge Translation. In addition to his surgical practice, he maintains an energetic leadership role promoting cancer quality improvement initiatives in Ontario.

Please contact us for more information or to purchase tickets: 416-785-0449

Here we grow!



Colon Cancer Canada would like to extend a warm welcome to our two new Board Members Morry Offman and Sandra Otis. We're glad to have them join us and are confident that the skills they each bring to the organization will definitely further our efforts.

Grow Your Community and Charitable Roots as a Colon Cancer Canada Volunteer

Colon Cancer Canada is now seeking volunteers for our 2009/2010 events

Help to make a difference in the lives of the thousands of Canadians living with colon cancer by sharing your personal skills, time and strengths with Colon Cancer Canada. Your assistance and care can contribute greatly to our yearly fundraising initiatives and ongoing daily tasks. Best of all, it's lots of fun for everyone involved!

If you are interested in volunteering for the organization, please contact Nicole Fowler at nicole@coloncancerCanada.ca or at 416-785-0449.

Together, we CAN make a difference!

Wendy Bears Provide More than Just a Snuggly Friend



The 2009 Wendy Bear has been busy since its release on March 24th at the Air Canada Centre, with Canadian hockey legend Darryl Sittler on hand to sign them. The Wendy Bear is named after Darryl's late wife Wendy who passed away from colon cancer eight years ago. It has made appearances at the Gala of Hope, the Anne Murray Charity Golf Tournament and each Walk/Run location.

What happens when you buy a Wendy Bear? 100% of the proceeds go to support palliative care patients. That money may go towards making their stay at home more comfortable by providing them with a hospital bed or ostomy supplies. It could allow them to buy a video camera to record memories for their children and loved ones. The money may also help with living expenses the patient would otherwise be unable to cover because they are no longer able to work. We, along with numerous palliative care patients, sincerely appreciate your support of the Wendy Bear program.

Visit www.coloncancerCanada.ca to purchase online. \$20, not including shipping costs.



Planning a tribute event? Colon Cancer Canada can help:

On April 16, 2009, friends Gina and Sonia held a benefit concert called "Live Life with Music." The concert was planned in memory of their dear friend, Marco Della Penna, who lost a four-month battle to colon cancer in September of 2008. Marco was a young man who was passionate about music and belonged to a band for years. Gina and Sonia very generously donated proceeds to Colon Cancer Canada to aid in funding research and spreading awareness.

If you are planning a tribute event in honour of a friend or relative, please visit the Third Party Events page in the "Events" section of our website for further information and to find out how we can help. Tax receipts can be provided by us to your donors.

Statistics Canada releases report on colorectal cancer screening

In 2008, the first year for which national data are available, about 40% of Canadians aged 50 or older reported that they had had up-to-date colorectal cancer testing, that is, a fecal occult blood test in the past two years, or sigmoidoscopy or colonoscopy in the past five years.

For colorectal cancer, the likelihood of up-to-date testing was greater among people who lived in higher-income households, had a regular doctor, did not smoke, and were active in their leisure time. Higher percentages of seniors aged 65 or older had been tested, compared with individuals aged 50 to 64.

In general, the likelihood of testing was lower in provinces east of Ontario and in the territories than elsewhere, and markedly higher in Manitoba and Ontario.

In 2007, Ontario had initiated a province-wide organized colorectal cancer screening program. Manitoba launched the pilot phase of

such a program in the Winnipeg and Assiniboine Regional Health Authorities the same year.

A higher percentage of people who perceived their general health to be fair or poor had been tested, compared with those in better health.

Statistics Canada information is used with the permission of Statistics Canada. Users are forbidden to copy the data and disseminate them, in an original or modified form, for commercial purposes, without permission from Statistics Canada. Information on the availability of the wide range of data from Statistics Canada can be obtained from Statistics Canada's Regional Offices, its World Wide Web site at www.statcan.gc.ca, and its toll-free access number 1-800-263-1136.

Announcing the 2009 Colon Cancer Canada Esteemed Donors Club

For our supporters who would like to be even more connected to Colon Cancer Canada and our ongoing mission to raise awareness, fund ground breaking research and provide much needed support to both patients and their families, our Esteemed Donors Club is the perfect way to show your support.

This year, we have created a range of donor club giving opportunities in order to better acknowledge our generous patrons. Whether you're able to donate as a Platinum supporter or a Bronze Club member, you are an integral part of the Colon Cancer Canada family and we sincerely appreciate your generosity.

With permission, members of the 2009 Colon Cancer Canada Esteemed Donors Club will be listed both online and in our next published newsletter.

Platinum Supporter	\$50,000	and up
Diamond Supporter	\$25,000 -	\$49,999
Gold Supporter	\$10,000 -	\$24,999
Silver Supporter	\$5,000 -	\$9,999
Bronze Club	\$2,500 -	\$4,999

Please contact the Executive Office Coordinator, Leah Archambault for more details about this new program at leah@coloncancer canada.ca or 416-785-0449.

Losing Someone You Love

In 2006 I lost my beloved husband Don to colorectal cancer at the age of 53. A remarkable loving husband, daddy and friend, he had always carefully monitored his health.

Despite working out five days a week, healthy eating, and colonoscopies at ages 45 and 50, this vicious disease claimed his life.

Our grief journey has been difficult. We adored him and miss him dearly. Losing someone you love and cherish is a painful and debilitating experience. Yet grief is an unavoidable part of life.

Author Elizabeth Kubler-Ross identified five stages of grieving, intending this process to be for people at the end of their lives. These stages can also apply to those grieving the loss of a loved one.

1. Denial, shock or isolation
2. Anger
3. Bargaining
4. Depression or sadness
5. Acceptance

Today researchers believe that many people do not experience ordered states of grief, instead embracing the view that grief is an evolution, fading over time to acceptance and a return to the joys of life.

Depending on the loss, this experience can become complex and unbearable. Complicated grief can be paralyzing and far reaching. The toll can be severe – leading to depression and thoughts of suicide.

As with many mental health disorders, complicated grief involves a complex interaction between our genes, environment, our body's natural chemical makeup and our personality.

What have I learned on my 2 ½ year grief journey? To be gentle with myself, to seek professional help, to surround myself with people who really care and to be grateful for the special love I shared with Don.

I now truly believe that there is a light at the end of the tunnel.

Diane McQuaig is the mother of four daughters. She founded The Don McQuaig Foundation in memory of her beloved husband Don to create awareness and increase screening for colon cancer. She is also Founder and Director of Camp Cucumber, a camp for struggling single mom families on social assistance.



Send a card in honour or in memory of your loved ones

In today's digital world, paper cards are even more meaningful when you want to personally offer congratulations, sympathy or a simple hello. Say it with a Colon Cancer Canada tribute card. When you provide the recipient's name, address and your message, we'll send it out to them the day you order it. You'll also receive a tax receipt for your donation of \$15 or more.

Call us at 1-888-571-8547 or visit the "How Can I Help?" section of our website.

2009 Quality Index Reports on Ontario's Cancer System

Increasing Burden of Cancer Beginning to Strain Parts of System

Despite improvements to the cancer system including lower smoking rates and better screening and care for colorectal cancer patients, this year's Cancer System Quality Index also reports that the increasing burden of cancer is beginning to strain parts of the cancer system.

The overall quality of the cancer system is very good with many indicators showing improvements each year," said Michael Decter, Chair, Cancer Quality Council of Ontario. "At the same time, there is still room for improvement. We continue to see higher obesity rates and a significant number of the population not following low-risk drinking guidelines that we know raise a person's risk of cancer. As a society we are still not doing enough and require greater commitment on the part of Ontarians, governments, and health professionals to promote healthier lifestyles and modify behaviours."

More than half of all cancers are preventable and about half of cancer deaths are related to tobacco use, diet and physical activity. However, while Ontarians are more physically active (48 per cent) and consuming more fruits and vegetables (42 per cent) than in 2001, at 17 per cent of the population, the obesity rate continues to be a concern.

The Index shows gains being made in the fight against colorectal cancer, the second leading cause of cancer deaths in Ontario. Significant progress has been made towards improving screening, diagnosis and treatment for colorectal cancer patients, which are all contributing to better survival rates. In the past year, screening for colorectal cancer increased by 30 per cent

and diagnostic colonoscopies are being completed in a timely manner. Survival for colorectal cancer has increased to 62 per cent -- up 11 per cent from the previous decade.

"I am pleased to see the progress Ontario is making in screening for colorectal cancer. The Ontario Government's commitment to the ColonCancerCheck program is making a difference. If detected early enough, there is a 90 per cent chance of surviving colorectal cancer, so that's why screening and early detection are so critical. We have a ways to go but we are on the right track," said Terrence Sullivan, President and CEO, Cancer Care Ontario.

The increasing burden of cancer is largely attributed to an ageing population and it is beginning to impact the capacity of the system. An area where the cancer system is starting to show signs of strain is chemotherapy. Until now, Ontario has been able to keep wait times for chemotherapy in check. However, the Index shows that wait times for chemotherapy are starting to increase.

"Cancer Care Ontario is looking at ways to maximize resources to ensure that patients receive timely access to chemotherapy as close to home as possible," noted Sullivan. "We are working with the regions and the Ministry of Health and Long-Term Care to address this issue."

Other highlights from the Cancer System Quality Index include:

- Despite most patient wishes, over half of Ontario cancer deaths occurred in an acute care hospital setting, but these numbers are beginning to decrease. In addition, over 40 per cent of cancer patients are visiting the emergency department for pain and symptom control in the last two weeks of their life.

- Wait times for cancer surgeries show some modest improvements, but variation exists across regions in their ability to meet targets for the higher priority surgeries (priority two and three cases).

- With the exception of lung cancer survival, rates for the 4 most common cancers (prostate, breast, colon and lung) have significantly improved since 1991-1995. Too many lung cancer patients (78 per cent) are diagnosed in the later stages of the disease (stages three or four).

- The vast majority (97 per cent) of cancer patients treated in outpatient units continue to report a reasonably high degree of satisfaction with most aspects of their care. While scores for emotional support, remain lower (this indicator was rated as satisfactory by only 51 per cent of cancer patients).

The Cancer Quality Council of Ontario monitors and reports to the public on the quality and performance of the cancer system. The Cancer System Quality Index was launched in 2005 and presents a rolling snapshot of activity in 29 key indicators that cover the spectrum of cancer services, from prevention through to end-of-life care.

Cancer Care Ontario is the provincial agency responsible for continually improving cancer services. As the government's cancer advisor, Cancer Care Ontario works to reduce the number of people diagnosed with cancer and make sure that patients receive better care every step of the way.

Visit www.csqi.on.ca for further information on the Cancer System Quality Index (CSQI) 2009

Source: Cancer Care Ontario, April 2009

<http://www.cancercare.on.ca/about/newsroom/newsreleases/2009csqire/>

BC Launches Program for Colorectal Cancer Screening

British Columbia has launched a three-year, \$3.8-million pilot colorectal cancer screening program to test the effectiveness of a new screening test in the early detection of colorectal cancer.

"Colorectal cancer is the second-deadliest type of cancer for British Columbians, but only about 20 per cent of British Columbians over the age of 50 are routinely screened," said Health Services Minister George Abbott.

The BC Cancer Agency's Colon Check program will begin in Penticton in January 2009 and screening will continue for 24 months. Screening test kits will be available through a Colon Check hotline to individuals in Penticton who are between the ages of 50 to 74. Once the pilot is complete and results are analyzed, the Province will examine the feasibility of expanding the program provincewide.

The pilot program will be led by the BC Cancer Agency, an agency of the Provincial Health Services Authority (PHSA), and family physicians will play a key role in encouraging eligible patients to participate.

Participants will be screened using an immunochemical fecal occult blood test [iFOBT], which is able to detect blood in the stool that is not visible to the naked eye.

iFOBT is easily performed at home and, unlike other colorectal cancer screening tests, does not require any dietary restrictions. After using the test kit, patients will return it to a designated drop-off point.

All tests will be analyzed in the PHSA Central Processing and Receiving Laboratory in Vancouver. Patients who test positive, as well as those individuals identified as having a higher than average risk of developing colorectal cancer, will be referred for follow-up.

"Early detection of colorectal cancer means more treatment options for patients and a better long-term prognosis," said Brian Schmidt, interim president of the BC Cancer Agency. "This pilot program will nicely complement our other provincewide cancer screening programs and allow us to study the effectiveness of the screening with iFOBT while raising awareness of the importance of early detection of colorectal cancer."

"The five general surgeons in Penticton are enthusiastic about the implementation of this pilot program," said Dr. Bryan Tighe, general surgeon in Penticton and Colon Check program advocate. "We are looking forward to the development of what we hope will be a new standard of care for this province."

It is estimated that there will be more than 2,900 new diagnoses of colorectal cancer in the province this year, and that over 1,200 British Columbians will die of the disease in the same time period.

Negotiations are currently underway to select a second community for participation in the BC Cancer Agency's Colon Check program, and it is anticipated that screening will begin in this location later in the year.

The implementation of Colon Check is part of BC's cancer control strategy. Recent investments in cancer care and treatment include the state of the art BC Cancer Agency Abbotsford Centre which opened its doors to patients in August 2008, and approval of funding for another BC Cancer Agency regional centre in Prince George that is scheduled for completion in 2012.

Source: BC Cancer Agency

<http://www.bccancer.bc.ca/ABCCA/NewsCentre/2009/coloncheck.htm>

Ontario's 5th annual update on the performance of the cancer system

The first of its kind in North America, the CSQI:

- Tracks Ontario's progress against cancer
- Shows where quality and performance improvements are needed
- Reports on 28 evidence-based quality measures covering every aspect of cancer control, from cancer prevention to end-of-life care

www.csqi.on.ca

The Booty Splash 2009 Comedy Night

Come laugh your ASS off and get behind a really great cause!

In support of colon cancer awareness and screening, The Don McQuaig Foundation in association with Colon Cancer Canada invites you to Laugh your ASS off. With the star of CBC's hit comedy "Little Mosque on the Prairie" Neil Crone as MC and a performance by award-winning comedian Derek Edwards.

Date & Location details

Date: Friday, September 25, 2009

Location: CNIB - 1929 Bayview Avenue (Just North of Eglinton)

Time: 7:30 pm - Cocktails, Tapas and Silent Auction
8:30 pm - Showtime

Dress: Festive

Tickets

\$99 Early Bird Ticket Special before July 31st - \$125 Tickets after
\$79 "Twentysomethings" Ticket (Young Philanthropists)
\$1000 Patron Level Two Tickets and Recognition in the Program
\$1250 for a Table of 8 with Recognition in the Program
(Corporate or Invite Your Friends!)

To learn more, or to become a sponsor go online at TheBootySplash.com or call Diane McQuaig at 416-488-0008



Canadian Celebrities Urge Us to GET THE TEST

In the past few months, you may have seen or heard Neil Crone, Emmanuelle Chriqui, Anne Murray, Darryl Sittler, his daughter Ashley Sittler, Adam van Koevorden or Pamela Wallin on the radio, on TV or in a newspaper.

That's because earlier this year, Colon Cancer Canada launched a brand new PSA campaign urging Canadians to "Get the Test" – which includes speaking with your doctor, knowing your risk category and getting the appropriate test. As the campaign reminds, "not knowing is not the answer."

Padulo Integrated Inc. donated a significant amount of time and expertise to develop the powerful campaign.

"A very dear friend is dealing with this dreaded disease right now so when Bunnie and her team approached us to support them there was no hesitation on our part to get involved because this truly is one disease that communications can cure", stated Rick Padulo, President of Padulo Integrated Inc.

Extreme Fitness has also joined Colon Cancer Canada as a corporate partner in the fight against this disease. In March, Extreme Fitness ran the "Memberships for a Cure" promotion and Colon Cancer Kick Butt group fitness classes were hosted in each of their 13 clubs across the GTA. Extreme Fitness continues to be an invaluable supporter of other Colon Cancer Canada initiatives.

Colon Cancer Canada is grateful for the collaborative efforts of their celebrity spokespeople, Padulo Integrated Inc. and Extreme Fitness. We're confident that this campaign will heighten the level of colon cancer awareness nationwide.

A disease that communications can cure

Colon Cancer is the number two killer of all cancers – and it can affect anyone. But with early detection the survival rate is estimated at 90%. And it all starts with a simple self-administered test that you do in the privacy of your own home. Talk with your doctor and get the test. Not knowing is not the answer.

Pamela Wallin, Senator
(Diagnosed with colon cancer in 2001)

Please visit www.coloncancerCanada.ca to view PSAs from the campaign and www.coloncancercheck.ca for further screening information.