Breast Cancer Screening Saves Lives

Canadian Breast Cancer Foundation Pink Tour visiting over 90 communities to provide information on breast health and breast cancer screening

Toronto, ON – June 12, 2013 – Canadian Breast Cancer Foundation (CBCF) is travelling across Ontario again this summer on the Pink Tour, letting women know that one third of breast cancers are preventable and that regular screening saves lives. This year’s tour is empowering women to make informed choices and take steps to reduce their risk of developing breast cancer.

Mortality rates for breast cancer are declining, thanks to improved screening technology, earlier detection and better treatment, but one in nine Canadian women will still be diagnosed with breast cancer in their lifetime. While women aged 50 to 74 can receive a mammogram without a doctor’s referral and at no cost, currently only 61 per cent of women in Ontario are being screened and research shows that women are not aware that they can take steps to reduce their risk of breast cancer.

“Canadian Breast Cancer Foundation is thrilled to be once again visiting over 90 communities this summer,” said Sandra Palmaro, CEO, CBCF-Ontario Region. “We hope that women and their friends and families stop by to learn about how they can reduce their risk of breast cancer and the benefits of breast cancer screening.”

CBCF, with the support of CIBC and Shoppers Drug Mart, invites Ontarians to get on board the 46-foot Pink Tour bus to learn about steps they can take to help reduce their risk of breast cancer and about the benefits of breast cancer screening. The Pink Tour is an engaging, interactive learning experience about breast health and while on board visitors can take fun quizzes, use interactive videos and record personal video pledges to live well. Women who are eligible will also be able to sign up for a mammogram with the Ontario Breast Screening Program, a program administered by Cancer Care Ontario.

“As part of our commitment to the health and well-being of Canadians and our specific focus on women’s health, the Pink Tour represents a significant opportunity for Shoppers Drug Mart to help educate and empower women across the province on their breast health,” said Domenic Pillai, President & CEO, Shoppers Drug Mart, co-sponsor of the Pink Tour. “Through our Shoppers Drug Mart WOMEN program, our Associates-owners and their store teams have embraced opportunities, like the Pink Tour, that can help women achieve their optimal health in body, mind and spirit.”

Women can reduce their risk of breast cancer and recurrence through diet, maintaining a healthier body weight, regular physical activity, drinking less alcohol, quitting smoking, limiting use of hormone therapy during menopause and reducing exposure to harmful chemicals at home and work.
“CIBC is proud to join the Foundation once again as co-sponsor of the Pink Tour to help get the important message out to as many women – and men – as possible in our communities that getting screened can save your life,” said Christina Kramer, Executive Vice-President, CIBC, a co-sponsor of The Pink Tour. “We are thrilled that the Pink Tour will stop at a number of CIBC branches across Ontario in the coming months so our clients and our employees can also benefit from this vital program.”

The tour will be travelling to cities and towns all across Ontario, including communities as far north as Kenora, as east as Ottawa and as south as Windsor, and is scheduled to visit health centres, workplaces, markets, festivals and local Shoppers Drug Mart stores and CIBC branches. All visitors are encouraged to sign the bus and make a video pledge to improve their breast health, and to share what they’ve learned with their community, friends, family and coworkers.

“We are excited to be a partner on the Pink Tour for the second year to support more eligible women to be screened for breast cancer through our Ontario Breast Screening Program. It is vital for women aged 50 to 74 years to get regular mammograms because screening finds cancer earlier, when there are more treatment options and an improved chance of survival,” said Michael Sherar, President & CEO, Cancer Care Ontario.

The Pink Tour will be making more than 90 stops in communities across Ontario, with a goal of having more than 30,000 people experience the tour. More information on the Pink Tour – including the schedule – can be found on www.cbcf.org/PinkTour and you can follow the tour’s progress on Facebook.com/CBCFOntario and Twitter @CBCF_Ontario #PinkTour.

About Canadian Breast Cancer Foundation
Canadian Breast Cancer Foundation is the leading community-driven organization in Canada dedicated to creating a future without breast cancer. Our investments in innovative and relevant research and education have led to progress in breast cancer prevention, diagnosis, treatment and care. Since 1986, we have been at the forefront of a nationwide movement supporting and advocating for the breast cancer community. Join us at www.cbcf.org.

About Shoppers Drug Mart Corporation
Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart (Pharmaprix in Quéï¿½bec). With 1,230 Shoppers Drug Mart and Pharmaprix stores operating in prime locations in each province and two territories, the Company is one of the most convenient retailers in Canada. The Company also licenses or owns 56 medical clinic pharmacies operating under the name Shoppers Simply Pharmacy (Pharmaprix Simplement Santé in Quéï¿½bec) and six luxury beauty destinations operating as Murale. As well, the Company owns and operates 63 Shoppers Home Health Care stores, making it the largest Canadian retailer of home health care products and services. In addition to its retail store network, the Company owns Shoppers Drug Mart Specialty Health Network Inc., a provider of specialty drug distribution, pharmacy and comprehensive patient support services, and MediSystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities. For more information, visit www.shoppersdrugmart.ca.
About Shoppers Drug Mart WOMEN
Shoppers Drug Mart WOMEN represents the organization’s commitment to improving the health of all Canadian women in body, mind and spirit. Brought to life through eight partnership programs, created with leading experts and institutions in women’s health, this national initiative connects women to health information and resources that help ensure their health only gets stronger. More information can be found at www.shoppersdrugmart.ca/women.

About CIBC
CIBC is a leading North American financial institution with nearly 11 million personal banking and business clients. CIBC is committed to supporting causes that matter to our clients, our employees and our communities. We aim to make a difference in communities through corporate donations, sponsorships and the volunteer spirit of employees. In 2011, CIBC contributed more than $35 million to charitable and non-profit initiatives in Canada to support national, regional and local organizations.

About Cancer Care Ontario
Cancer Care Ontario – an Ontario government agency – drives quality and continuous improvement in disease prevention and screening, the delivery of care and the patient experience, for cancer, chronic kidney disease and access to care for key health services. Known for its innovation and results-driven approaches, CCO leads multi-year system planning, contracts for services with hospitals and providers, develops and deploys information systems, establishes guidelines and standards and tracks performance targets to ensure system-wide improvements in cancer, chronic kidney disease and access to care.

FOR MORE INFORMATION ABOUT CBCF-ONTARIO REGION OR TO SET UP AN INTERVIEW:

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