

For Immediate Release

OTTAWA, ON – May 18, 2010 - The Ottawa Regional Cancer Foundation today announced a \$1.8 million donation to the 2010 Courage Campaign. The significant donation was made by **MAPLESOFT GROUP** as more than 200 volunteers, donors and supporters gathered at the Hampton Inn and Conference Centre for the official launch of the next phase of the Cancer Foundation's Courage Campaign.

"**MAPLESOFT GROUP** is proud to align itself with the work the Ottawa Regional Cancer Foundation is doing in our community," explains Jody Campeau, President and CEO of **MAPLESOFT GROUP**. "The Cancer Foundation has made it a top priority to improve the lives of local residents by ensuring they have access to the best possible care close to home, access to new therapies, shorter wait times and overall improved quality of life – and that is important to our management team and our employees."

The 2010 Courage Campaign is led by Peter Charbonneau, General Partner of Skypoint Capital Corporation and Fred Seller, partner of Brazeau Seller LLP. They have gathered a team of dedicated volunteers that will help raise \$50 million for cancer priorities in our community.

"As a cancer survivor I know first-hand the importance of investing in cancer research projects right here in our own community," says Peter Charbonneau. "By supporting our local scientists and researchers we are giving local patients the opportunity to access to the very latest treatments and new therapies."

Fred Seller continued: "Today's important donation by **MAPLESOFT GROUP** is one of the largest investments in cancer care our community has ever seen. They are a shining example of how businesses can make an important impact in the battle against this disease. Their investment is going to directly impact thousands of local cancer patients and their families."

With today's announcement, the Courage Campaign has raised \$29.3 million for cancer projects and priorities in our community. This is an extension of the first phase of the Courage Campaign which raised \$20.5 million in 2008, including supporting the construction of the new Irving Greenberg Family Cancer Centre and funding \$5 million for the Ottawa Hospital Cancer Centre, 25% of the private sector goal for that facility. The \$50 million total will fund gaps in the cancer care system by providing close to home care, shortening wait times for diagnosis and treatment, fund cancer research and innovative therapies and improve the quality of life of cancer patients and caregivers.

-30-

CONTACT:

Shannon Bain
Vice-President, Marketing & Communications
Ottawa Regional Cancer Foundation
(c) 613.818.2525 (o) 613.247.3527 sbain@ottawacancer.ca

2010 Courage Campaign Cabinet:

Rabbi Reuven P. Bulka – Courage Campaign Honorary Chair

Will Akkermans - Enbridge Gas Distribution Inc.

Maria Bassi - Sun Life Financial

Jody Campeau - MAPLESOFT GROUP

Linda Eagen - Ottawa Regional Cancer Foundation

Doug Feasby - TD Commercial Banking

Greg Graham - Cardel Homes

John Hoyles - Canadian Bar Association

Trevor Johnson - Raymond James Ltd.

Guy Legault - Canadian Payments Association

Mary Ann Macintosh - Ottawa Regional Cancer Foundation

Brian McGarry - McGarry Family Chapels Inc.

Chuck Merovitz - Merovitz Potechin LLP

Stephen Nicoletti - Manulife Financial

John Ouellette - Ottawa Regional Cancer Foundation

Jeff Polowin - Hill & Knowlton

Terri Porkolab – Management Consultant

Joe Princiotta - Princiotta Group

Susan Prior - Community Volunteer

Mark Thaw - Dell Canada

Courage Campaign Cabinet – President’s Advisory Council:

Dr. John Bell - Ottawa Hospital Research Institute

Dr. Caroline Gérin-Lajoie - Ottawa Hospital Cancer Centre

Max Keeping - CTV News Spokesperson

Elizabeth Manley - Olympic Figure Skating Medallist

Lynn Nightingale - Figure Skating Champion

Jim Orban - The Ottawa Citizen

Dr. Gad Perry - Ottawa Hospital Cancer Centre

Allan Rock - University of Ottawa

About the Ottawa Regional Cancer Foundation:

The Ottawa Regional Cancer Foundation is dedicated to increasing cancer survivorship in Eastern Ontario. We unite those who want to be active in the fight for cancer survivorship, drawing on their expertise and resources to fund the gaps between what can be done and what is being done to reduce suffering and death due to cancer in Eastern Ontario. We support cancer care and research to prevent, detect, diagnose and cure cancer.

The Ottawa Regional Cancer Foundation is the most significant philanthropic contributor to cancer care and research in our region—by raising the most dollars in our community and allocating the most funds locally to fight cancer. We grant to researchers, local cancer programs and hospitals that deliver cancer care and are preparing to build a new cancer survivorship centre-Wellspring Ottawa.

www.ottawacancer.ca

About MAPLESOFT GROUP:

MAPLESOFT GROUP™ is a global systems integrator specializing in technology enabled solutions and services for today's business World. Since 1996, **MAPLESOFT GROUP**™ has been helping its customers successfully address some of their most complex business challenges through the strategic planning, development, implementation and integration of highly innovative, flexible and customizable solutions and services that integrate business processes and IT.

MAPLESOFT GROUP™ is a global firm with offices in Ottawa, Toronto, Calgary, St. Louis, MO, and Dubai, UAE. They have 100 employees and represent over 700 professionals worldwide. They hold a diverse customer base including 35 government clients and 350 private sector clients.

For more information, visit www.maplesoftgroup.com.



MAPLESOFT GROUP™

The Ottawa Regional Cancer Foundation's Courage Campaign has made a commitment to raise **\$50 Million** for regional cancer services. This significant investment will make local cancer patients and their families. The Cancer Foundation is dedicated to increasing cancer survivorship in Eastern Ontario by working to fill the gaps in services for cancer patients and their families.

The Cancer Foundation partners with local organizations and hospitals to ensure residents have the best care close to home, shorter wait times for diagnosis and treatment, access to research and the latest new therapies and overall improved quality of life.

Care Close to Home:

Eastern Ontario covers a large geographical area with the hub for cancer treatment taking place in Ottawa. Some residents living outside the city have to travel longer distances to receive treatment – taking them away from their network of family and friends.

The Cancer Foundation is working to provide care close to home and allocated \$660,000 towards developing cancer services at partner hospitals in smaller communities in our region. In 2009, the Cancer Foundation funded 15 proposals that had an immediate impact for providing care close to home for local residents. Here are some examples of those projects:

- Equipment to improve early detection of colorectal cancer at the Carleton Place & District Memorial Hospital.
- Implementation of a cancer care / palliative care coordinator at the Cornwall Community Hospital.
- Colonoscope for colorectal cancer screening at the Pembroke Regional Hospital.
- Breast program at the Winchester District Memorial Hospital.
- New day Surgery and Ambulatory Care Unit: Specifically Endoscope - at the Glengarry Memorial Hospital.
- Work in cooperation with the Arnprior & District Memorial Hospital to provide palliative care beds for patients living in the nursing home.
- Symptom management program at the Renfrew Victoria Hospital.

Shorter Wait Times:

In 2009, the referral to consult provincial standard is 14 days. In our region this standard is met in 55% of the cases. In order to address the issue of wait times for cancer patients, the Cancer Foundation has pledged \$12 million to the expansion of The Ottawa Hospital Cancer Centre, the new Irving Greenberg Family Cancer Centre at the Queensway Carleton Hospital, and we are exploring new partnerships with other local health care facilities in this region to expand their cancer services.

In 2009, the Cancer Foundation designated \$2.2 million to help reduce wait times and actively searched for programs and diagnostic needs that would make a positive impact and help decrease the time patients have to wait. Here are some examples of those projects:

- Dedicated MRI time for cancer patients at the Ottawa Hospital Cancer Centre. Ottawa Hospital Cancer Centre added 202 incremental hours to perform MRI scans for cancer patients.
- Dedicated breast biopsy table at the Montfort Hospital. Biopsy followed by pathological microscopic analysis is the only definitive way to determine if cancer is present.
- State-of-the-art endoscopic ultrasound program at the Ottawa Hospital Cancer Centre. Prior to the implementation of the program, patients had to undergo surgical procedures or to be referred for care outside of our community. This program now enables the Ottawa Hospital Cancer Centre to provide minimally invasive state-of-the-art care to cancer patients.
- Improved access to CT services for cancer patients living in Eastern Ontario. Allowed the Ottawa Hospital Cancer Centre to add 115 incremental hours to perform CT scans dedicated to cancer patients in the region.

Access to Research and New Therapies:

Government, hospital and pharmaceutical industry cutbacks have created an urgent need for financial assistance to begin, maintain or complete clinical trials. A lack of funding also limits the number of research projects that can begin in our region.

Human clinical trials continue to be one of the fastest ways for researchers to find better treatments and bring scientists closer to finding a cure for cancer. Clinical trials allow patients to play an active role in their own health care, gain access to new research treatments before they become widely available and obtain expert medical care at leading health care facilities.

Due to the Cancer Foundation's support local residents are among the first to take part in the human clinical trials for the oncolytic virus. Here in our community 9.8% of cancer patients participate in the clinical trials program. (Source: Champlain LHIN)

The Cancer Foundation provides vital seed funding to local scientists, allowing them to begin their research projects and use those initial results to secure larger national and international grants. In 2009, the Cancer Foundation made an investment of more than \$1.6 million for clinical and laboratory research by funding over 20 projects. . Here are some examples of those projects:

- Breast clinical research to determine novel approaches to the treatment of bone metastasis and breast cancer patients.
- Pilot study of the beliefs, feelings and decisions about breast cancer risk, and ways to lower that risk among women referred to the High Risk Breast Assessment Clinic of The Ottawa Hospital's Women's Breast Health Centre.
- Evaluation of the mechanisms of late radiation side effects in patients with prostate cancer – translational research – companion study to a Phase II Clinical Trial.
- Clinical research predicting tumour susceptibility to oncolytic virus cancer research on human tumour samples.
- Microscope upgrade for live cell imaging providing immediate benefit to a number of scientists in the Cancer Therapeutics program. Scientists who are working towards a better understanding of the basic mechanisms of carcinogenesis, better methods of molecular diagnosis and novel therapeutic regimes for cancer patients in Eastern Ontario.

Improved Quality of Life:

A cancer diagnosis often leads to a crisis of the body, mind and spirit. While resources are available to diagnose and treat the disease at a medical level, supportive care available through the health care system in our region is limited and primarily focused on the acute phases of the illness.

In 2009, the Cancer Foundation allocated close to \$1 million for supportive care programs that improve the lives of cancer patients and their families.

In January, the Cancer Foundation was granted \$1.7 million in infrastructure funding for the construction of Wellspring Ottawa – Eastern Ontario's first centre for cancer survivorship. This important investment will ensure Wellspring Ottawa will open its doors in 2011.

Wellspring Ottawa – Doors Open 2011

As more and more people are surviving and living with cancer, there is a growing recognition by the experts that there are serious gaps in psychosocial services available to cancer patients in our community. Services that help cancer patients throughout the journey including: the emotional impacts of diagnosis and treatment; how to navigate their way through the system; nutrition and fitness; financial concerns and the impacts a cancer diagnosis has on the family.

In 2008, the Cancer Foundation conducted a Survivors Needs Assessment Survey to identify those gaps in available services, to find a solution that will benefit patients, their caregivers and the medical community.

The results of the survey showed that local cancer patients have access to top medical care when dealing with the tumor, but before, during and after treatment, patients are often left on their own as they attempt to return to their day-to-day routine.

In order to fill the gaps in services the Cancer Foundation is building Wellspring Ottawa, the region's first centre for cancer survivorship. The facility will be built adjacent to the Richard and Annette Bloch Cancer Survivors Park. Wellspring Ottawa will be open to all cancer patients and their caregivers free of charge and without the need for referral.

Wellspring Ottawa will provide programming to meet the non medical needs of local cancer patients, their families and caregivers. The programs will cover a number of key issues including: assistance navigating your cancer journey; coping mechanisms; individual and group counseling; post treatment recovery; financial concerns; nutrition, health and fitness and cancer prevention.

In November 2009, the Cancer Foundation launched its first program – Cancer Transitions. The six-week pilot program was developed by The Wellness Community and the Lance Armstrong Foundation. The program meets the needs of cancer survivors who are making the transition from active treatment to post-treatment. Cancer Transitions is designed to support, educate and empower people who are living with cancer, and address the long-term effects of cancer and its treatment.

For more information on Wellspring Ottawa please visit www.ottawacancer.ca.



Artist Rendering as designed by:

CARDEL
HOMES