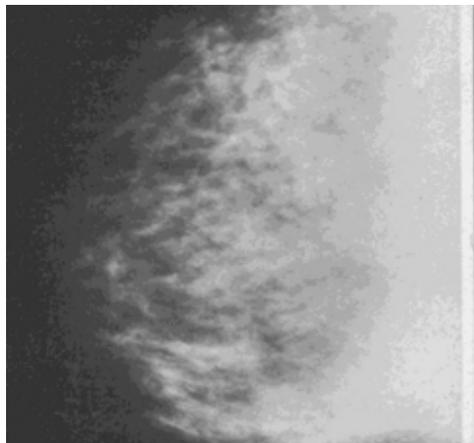
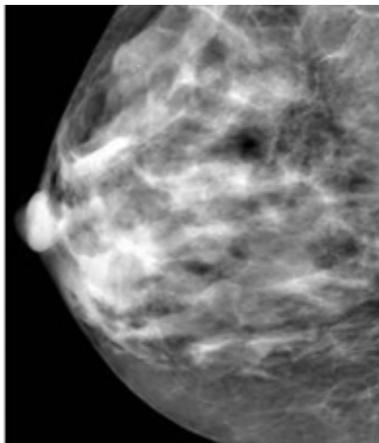


MAMMOGRAM CIRCA 1980



MAMMOGRAM CIRCA 2005



Courtesy Dr. R. Jong, Sunnybrook Health Sciences Centre

NEW SCREENING GUIDELINES OVERLOOK ADVANCES IN SCREENING TECHNOLOGY.

## Screening saves lives!

The Canadian Breast Cancer Foundation – Ontario Region is continuing efforts to strengthen breast screening in Ontario. Our current advocacy work focuses on allowing women aged 40 to 49 of average risk to be screened within the Ontario Breast Screening Program (OBSP).

We were extremely disappointed with the new federal breast cancer screening guidelines that were recently released by the Canadian Task Force on Preventive Health Care. We responded immediately. [Click here](#) to see our press release. The new guidelines recommend against regular mammography screening for women 40-49, at average risk of breast cancer.

We know that the issue of screening for women 40-49 is important to you. Thank you for sharing your reactions and stories on our Facebook page, through Twitter and other online forums. Your efforts, together with those of thousands of other Ontarians, can get the message out that organized screening for women 40-49 saves lives.

Scientific evidence demonstrates that earlier detection and diagnosis through an organized breast cancer screening program can reduce mortality among women in this age group by at least 25 per cent. The Task Force report relied heavily on old data, from studies 25 to 40 years old, which were based on equipment that is now outdated. Since then, there have been significant improvements to analog technology and the continued adoption of digital mammography across Canada.

We've been working hard to advocate for our position. You've asked us to let you know how you can help. We listened. In the coming weeks, we will launch a letter-writing campaign. You will be notified about how to get involved and add your voice to this important dialogue.

We will keep you updated on new developments and post them on our website [www.cbcf.org/ontario](http://www.cbcf.org/ontario). 



## Please Give Generously This Holiday Season

With 1 in 9 Canadian women still being diagnosed with breast cancer in her lifetime, we urge you to consider a gift that will help fund research, education and advocacy to save and improve lives.

Here are three ways you can help make that happen:

- \* [Make a tax-deductible donation](#) today. Celebrate the holiday by helping create a future without breast cancer.
- \* [Give a Holiday Gift of Hope](#). For each \$25 contribution, you will receive five paper or electronic acknowledgment cards to send to clients, colleagues, friends and family to let them know you have made a gift in their honour.
- \* [Shop for the Cure](#). There are many exciting gift ideas from our Shop Partners, who share a portion of the proceeds from their sales with the Foundation.

Your generous gift today can make a real difference. Thank you for helping make real change happen. 



We are excited to announce the launch of our new website! Visit us at [www.cbcf.org/ontario](http://www.cbcf.org/ontario).

## Ontario raises \$13.8 Million

With \$13.8 Million raised in Ontario alone, this year's Canadian Breast Cancer Foundation CIBC Run for the Cure has proven to be another great success story. On October 2nd, 2011, 65,000 participants across 22 Ontario communities showed their support for a future without breast cancer and the need to fund research, education and advocacy to change the landscape of this disease in our province and beyond.

With one in nine Canadian women still expected to be diagnosed with the disease in her lifetime, volunteers and supporters for the Run for the Cure are in as much demand as ever. Please consider topping up your original donation or showing your support by pre-registering for next year's Run for the Cure [here](#). Next year's event takes place on **Sunday, September 30th, 2012!** 



### The Future You Change Could Be Yours! Join the campaign today

The Canadian Breast Cancer Foundation – Ontario Region invites you to join our new campaign designed to inform and engage women and communities about how to reduce the risk of breast cancer.

The Foundation launched the campaign because when we asked women about breast cancer risk, we learned many women are misinformed, are not aware of known risk factors and believe there is nothing they can do to reduce their risk.

There are practical steps we can take now to reduce our risk. Our new campaign shares evidence-based information and promotes action-oriented strategies for risk reduction, from increasing physical activity, to weighing the benefits and risks of taking Hormone Replacement Therapy. As the multiyear campaign grows, it will offer ways for you to join us to take collective action through advocacy to create healthier homes, workplaces and communities.

“The campaign is designed to empower women and communities,” says Ontario Region CEO Sandra Palmaro. “As individuals we can all begin to act now to reduce our risk of developing breast cancer, and together we can improve the environments in which we work and live.”

Women and men from across Ontario have already joined the campaign. Join us at [www.reduceyourbreastcancerrisk.com](http://www.reduceyourbreastcancerrisk.com) to learn about practical steps to reduce personal risk, read the latest news about breast cancer prevention research and advocacy, and become involved in the lively discussion on Facebook and Twitter. 

**MICHAEL  
MICHAEL KORS**



### a Better Future

This fall, Holt Renfrew partnered with Michael Kors to offer a limited edition leopard-print cashmere scarf with proceeds supporting the Canadian Breast Cancer Foundation. \$100,000 was raised for the Foundation nation-wide!

Thank you sincerely to Michael Kors, Holt Renfrew, and all who purchased scarves for your commitment to a future without breast cancer. 



### Join us at the 5<sup>th</sup> Annual Tubbs Romp to Stomp Snowshoe Series

Slap on a pair of snowshoes and meet us at Collingwood's beautiful Scenic Caves on Saturday, **January 21<sup>st</sup>, 2012** for the fifth annual Ontario Tubbs Romp to Stomp Snowshoe Series® event. In case you needed another excuse to play in the snow with friends and family, Tubbs Romp to Stomp 2012 is the perfect opportunity to create winter memories while making a difference in the lives of those affected by breast cancer.

With your choice of a 3K or 5K snowshoe walk, or a 3K snowshoe race, challenge yourself while showing your support for the Foundation and our commitment to the research, education and advocacy that is saving, extending, and improving the lives of those diagnosed with breast cancer.

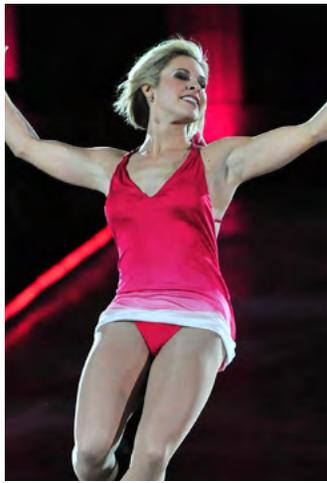
This year, we have set our goal at 750 participants, with the hopes of raising \$75,000. [Click Here](#) to help make this a reality by registering for this year's event: Your participation has raised over \$100,000 to date – join us to continue the Tubbs Romp to Stomp success! 

### Give Pink

Thank you to our GIVE PINK partners who offered special deals during the month of October and shared their proceeds with the Foundation to support our vision of a future without breast cancer:

- [Blo Blow Dry Bar](#)
- [Car Heaven](#)
- [CardSwap](#)
- [C'est Une Beauté](#)
- [Globe and Mail](#)
- [My Epiphany](#)
- [GECOpriants](#)
- [Panera Bread](#)
- [Ron White Shoes](#)
- [Rosalinds](#)
- [The Millionaire's Daughter](#)
- [Tidy's Flowers](#)
- [Ultramar](#)
- [Wagjag](#)

### Tying on



## Tessa Bonhomme wins Battle of the Blades

Olympic champion, Tessa Bonhomme, recently made history when she became the first female hockey player to win CBC's Battle of the Blades.

Tessa skated to the top of the competition with her partner, Olympic and World figure skating champion David Pelletier, earning \$50,000 for the Canadian Breast Cancer Foundation CIBC Run for the Cure Sudbury site!

Congratulations, Tessa – and the sincerest of thanks on behalf of the Foundation for your hard work in supporting our vision of a future without breast cancer.



## Teaming Up Against Breast Cancer

It's amazing what teamwork can accomplish.

ICEd PINK, the Canadian Breast Cancer Foundation's new hockey fundraising program, is bringing that point

home for Ontario's local hockey teams. The Sault Ste. Marie Greyhounds are one example of a team uniting to make real change happen in the lives of those affected by breast cancer.

The 16-21 year-old Ontario Hockey League players recently hosted their first Iced PINK game event against the Kingston Frontenacs. The event began with an emotional pre-game ceremony honouring twenty-three breast cancer survivors, each of whom was presented with a pink carnation in recognition of her journey since diagnosis. Through the sale of the team's special edition pink jerseys, t-shirts and hats, tickets to the game, corporate partnerships and direct contributions from fans, the Soo Greyhounds raised nearly \$20,000 for the Foundation!

Coaches, players, hockey parents: we call on you to [join Iced PINK](#) and challenge your team to put breast cancer in the penalty box for good!



## Foundation-funded Fellow Purna Joshi sheds light on the links between menstruation and breast cancer

Previous research has shown that a greater number of menstrual cycles over a woman's lifetime is associated with increased breast cancer risk due to increased exposure to ovarian hormones. But the underlying reason for this risk remained a mystery.

Foundation Fellow Purna Joshi, who is supervised by Dr. Rama Khokha of the Ontario Cancer Institute in Toronto, was the lead author of a study that discovered that the ovarian hormone progesterone plays a role in increasing the number of adult breast stem cells during a menstrual cycle. This research, which captured the attention of local and national media, has led to new areas of study for breast cancer risk.

"The stem cells are considered to be the seeds for the initiation of breast cancer. So identifying signals and factors that govern stem cell numbers is actually key to identifying new ways of targeting those stem cells," Joshi told the Globe and Mail.

Joshi's research could increase knowledge about the biology of breast cancer, which could inform prevention and treatment strategies. In her new Foundation-funded fellowship, Joshi will further investigate the role of progesterone on breast cancer risk.

## Leaders for the Cure

The Canadian Breast Cancer Foundation's Leaders for the Cure program unites top corporate executives from a range of industries who are committed to helping build a future without breast cancer.

Leaders speak out on behalf of the Canadian Breast Cancer Foundation and encourage others to join them in giving at an inspiring level.

Leaders open doors and leverage much needed dollars to create extraordinary progress in breast cancer research, education and advocacy.

Launched in April 2009, the program has raised over \$439,000.

We are proud to welcome all new Leaders, and introduce the new Leaders for the Cure Board:

- Gord Hicks, Co-Chair, President**, BLJC
- Veni Iozzo, Co-Chair, Senior Vice President, Marketing & Strategy**, CIBC
- David Drury, Vice President, Financial Services**, IBM Canada Ltd.
- David Houston, Vice President, Partnerships**, Aeroplan
- Richard J. Nixon, Partner**, DAVIS LLP
- Jordan Solway, General Counsel & Vice President Claims**, Munich Reinsurance Company of Canada
- Jon Taylor, Partner**, Govan Brown & Associates
- Lili Tomovich, Vice President, Senior Business Leader Brand Marketing**, MasterCard Canada.

[Click here](#) for more information about Leaders for the Cure.

## Is Your School our Next Partner in Pink?

Demonstrating their tremendous initiative, energy and team spirit, students and faculty throughout Halton Region continued their tradition of hosting athletic and other school-wide events in October to support life-changing breast cancer research, education and advocacy programs in Ontario.

Spearheaded by Iroquois Ridge teacher, Lynda Anstett, the Partners in Pink campaign has raised over \$50,000 since its inception seven years ago, and hopes to soon double that figure.

Your school's participation can make real change happen! [Join Partners in Pink](#) or the overarching [Paint Your Campus Pink](#) program and see what a difference a little school spirit can make in the lives of those affected by breast cancer.



## Muskoka Success

Debbie Allison and Allison Blanchard, co-Run Directors for Muskoka's 2011 Canadian Breast Cancer Foundation CIBC Run for the Cure, have much to be proud of. With the help of the community, local sponsors, and the eye-catching "Bras Across the Bridge" event (which saw dozens of donated bras fluttering beneath Bracebridge's Silver Bridge), the Muskoka Run for the Cure raised \$109,717 – more than double its revenue goal!

Click [here](#) to preregister for next year's Run for the Cure or top up your original donation and join your community in helping make real change happen! 

## Running Behind the Scenes

Ever wonder who's behind the smooth as-silk execution of your community's Canadian Breast Cancer Foundation CIBC Run for the Cure?

Run Directors along with their Run for the Cure committees may work behind the scenes, but the implementation and overall success of the big event depends heavily on the energy, organization and leadership they devote to their roles.

Ontario's volunteer Run Directors are already preparing for next year's big event. Working in pairs, Directors lead committees to oversee numerous areas of responsibility in both logistics and fundraising, and often participate in training conferences, committee meetings, and events in addition to their other duties.

"Every year I look forward to a new team, new ideas and continuing to raise the bar to achieve bigger and better things," says Jeffrey Nold, 10-year Toronto Run Director. "I am always amazed at the talents, connections and networking I am exposed to as an RD, but the greatest reward is knowing that I am making a difference."

Want to become a Run Director? Click to learn more about our [Run for the Cure vacancies](#) and [position descriptions](#). 

## Please Donate Today

The Canadian Breast Cancer Foundation relies on you, our supporters, to help us create change. Your dollars make all the difference in helping advance the research, education and advocacy that is saving, lengthening, and improving the lives of those affected by breast cancer. Please [donate generously](#) this holiday season. 

## Upcoming events

**December 5th to March 22, 2012**

[Paint your Campus Pink](#)  
College Fundraising Initiative  
[Paint your Campus Pink](#)  
University Fundraising Initiative  
Colleges and Universities across  
Canada

**November 18th, 2011 –  
March 30th, 2012**

[CIS Shoot For the Cure](#)  
Universities across Canada

**December 5th to March 31st, 2012**

[ICEd PINK Hockey Games:](#)  
[Flamborough Sabres](#)  
Various arenas across Ontario

**January 21st, 2012**

[Tubbs Romp to Stomp out](#)  
[Breast Cancer](#)  
Blue Mountains, Ontario

**February 21st, 2012**

[Pancake Tuesday,](#)  
[Fresh Start Coffee Company](#)  
Toronto, Ontario

**March 7th, 2012**

[Durham College and University of](#)  
[Ontario Institute of Technology \(UOIT\)](#)  
[Power of Pink](#)  
Oshawa & Whitby, Ontario

**March 3rd, 2012**

[Coldwater Curl for the Cure](#)  
Coldwater, Ontario

[newsletterON@cbcf.org](mailto:newsletterON@cbcf.org)

Email us with questions  
and/or comments.

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