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## MEDIA RELEASE

### Closer campaign raises \$3,403,212 to expand cancer care at PRHC

Peterborough, ON – Closer campaign donors and volunteers have raised \$3,403,212 to help bring cancer care closer to home, Community Campaign Team Chair Margie Lightbody announced tonight.

The final campaign total was shared with donors and volunteers at a campaign celebration held on Tuesday, October 11, 2011 at Market Hall. Speaking to a capacity crowd of more than 200 guests, Lightbody thanked everyone who gave both their time and their money to the campaign.

“Last October, we asked the community to ‘raise their hands if they’d been affected by cancer’ by joining us in a community-driven campaign to raise \$2.5 million to bring cancer care closer to home,” said Lightbody. “Now, just one year later, I’m in awe of what we have achieved. Not only have we met our \$2.5 million *Closer* campaign goal, we have surpassed it, raising \$3,403,212 to help expand cancer care at PRHC and bring radiation treatment to our community for the first time. On behalf of all the patients and families your gifts will help, our Closer campaign volunteers and the PRHC Foundation, thank you.”

Lightbody added that the funds raised came from sectors across the community and region.

“The community’s response has been outstanding,” said Lightbody. “More than 9,725 gifts were received from individuals, estates and a wide variety of organizations within our community and beyond. We also had the support of several schools ranging from elementary through to college and university, service clubs, workplaces, and businesses. From galas, fashion shows, and Dancing with the Docs, to the Dragon Boat Festival, climbing Mount Kilimanjaro, golf tournaments and the great Urban Adventure Challenge, people enthusiastically participated or volunteered their time to ensure each event was a success.”

Julie Davis, PRHC Foundation President & CEO said that because the Closer campaign only represented a point in time in the Foundation’s fundraising efforts, the list of equipment investments required to support cancer patients extends far beyond what was included in this campaign.

“By exceeding our campaign goal, not only will we be able to cover some additional costs involved in the installation of the radiation facility, we will be able to fund more equipment needed to continue the expansion of cancer care services at PRHC,” said Davis. “This includes tools to perform laparoscopic, minimally invasive surgery for bowel, prostate, bladder and kidney cancers, and additional and improved lab equipment such as pathologist microscopes with enhanced viewing features to detect cancerous cells.”

Davis went on to say that given an estimated one in four Canadians will die of cancer, she believes efforts to bring cancer care closer to home will remain a major focus of the hospital.

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“The single radiation facility supported by the *Closer* campaign will serve only a portion of the need in our community – approximately 400 of the 1300 patients currently travelling,” said Davis. “Discussions are already underway with Cancer Care Ontario and the Durham Regional Cancer Centre about the next steps in expanding radiation service to include more patients and more types of cancer, but this will only be possible with the support of our community through donations to the PRHC Foundation.”

The Closer Campaign’s aim was to help increase access to treatment and improve survival rates from a disease that has now overtaken heart attack and stroke as the number one cause of death for Canadians. PRHC works in partnership with R.S. McLaughlin Durham Regional Cancer Centre (DRCC), to deliver cancer care services, and has received approval from Cancer Care Ontario to locate a single radiation facility at PRHC.

The \$2.5 million campaign included \$400,000 for lab equipment and \$600,000 for surgical equipment to accommodate increasing volumes of cancer patients – and \$1.5 million to install the radiation treatment facility. PRHC is currently awaiting approval from the Ministry of Health and Long Term Care to put the installation of the single radiation facility out to tender and construction will commence when this process has been completed. The facility is then expected to be operational in the summer of 2012.

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