



L'INSTITUT DES CÈDRES CONTRE LE CANCER  
THE CEDARS CANCER INSTITUTE

## Lance Armstrong Collaborates with Cedars and MUHC to Help Cancer Survivors LIVESTRONG®

MONTREAL, September 13, 2011 - While interacting with an audience of more than 600 cancer survivors, patients and their family members last Friday, which also included many caregivers, healthcare professionals and administrators, at the first-ever **Cedars Summit on Cancer Survivorship**, global cancer advocate Lance Armstrong announced that **LIVESTRONG** will be collaborating with the Cedars Cancer Institute of the McGill University Health Centre (MUHC) to support best practices and exceptional cancer programs. Cedars and the MUHC have worked with **LIVESTRONG** since 2008 to spread awareness about cancer and raise important funds for patient care, research, education, and survivorship programs.

Armstrong, the seven-time Tour de France winner, joined Cedars CanSupport founder and cancer survivor, Gwen Nacos, and Dr. Craig Nichols, his personal oncologist, to talk candidly with people living with cancer at a special summit on survivorship, organized at the Centre Mont Royal in Montreal. Long-time friend and the voice of the *Tour de France*, Phil Liggett, emceed the intimate evening event and engaged the audience in a dynamic and interactive exchange with the speakers.

"**LIVESTRONG** and the people behind the Cedars Cancer Institute and the Cancer Care Mission of the McGill University Health Centre share the same goals and values," said Armstrong. "That's why I am excited about joining forces to raise awareness of cancer, support cancer survivors and make cancer a global priority."

"For over 45 years, experts at the MUHC and the Research Institute of the MUHC have pioneered diagnostic tests, treatments and survivorship services for cancer," stated the Hon. Arthur T. Porter, MUHC Director General and CEO. "Having introduced some years ago Strontium-89, a bone-seeking radioactive isotope for the treatment of metastatic prostate cancer, I know that championing the sharing of knowledge and support for survivors is tantamount with assuring *The Best Care for Life*. That's why I am thrilled that the MUHC and Cedars community will benefit from stronger ties with **LIVESTRONG**."

The MUHC Cancer Care Mission is unique in Quebec in that its services span every stage of a person's life. The province's cancer accreditation authority ranks its programs consistently at the top in terms of quality of care, groundbreaking research and superior education.

"We have an exceptional multidisciplinary team that works to personalize the care each patient and his/her support team receives—with optimum results always at heart," shared Dr. Armen Aprikian, Chief of the MUHC's Cancer Care Mission. "For nearly 30 years, our comprehensive program of professional services for cancer survivors and their families has been growing steadily. That's because collaborative efforts are helping us to develop a better understanding of the disease's forms and the means to manage them. **LIVESTRONG** will help us to continue our tireless pursuit of excellence."

September 9<sup>th</sup>'s **Cedars Summit on Cancer Survivorship** was attended by more than 600 people who turned out to hear Lance's remarkable and motivating story of survivorship and his inspirational words of encouragement. The 2011 Cedars Leaders weekend raised in excess of \$650,000 to support two of Quebec's most important academic health centres: the Cancer Care Mission of the McGill University Health Centre (MUHC), and the Cancer and Heart Wellness programs of the Centre hospitalier de l'Université de Montréal (CHUM).

"On behalf of the Cedars Cancer Institute and our partners at the MUHC and the CHUM, I would like to express our sincere appreciation to our Presenting, Event and Media partners whose generosity made this Montreal event possible," said Jeff Shamie, Executive Director of Cedars Cancer Institute. "It is by bringing people together, sharing information and listening to each other's experiences that we improve cancer services for patients and their families."

**Presenting Partners:** *The Larry and Cookie Rossy Family Foundation, Pfizer, Medtronic, Simard Transport, Groupe Dynamite/ Garage, McLean Budden and Club Mansfield;*

**Event Partners:** *Pharmascience, RBC, Roche, LIVESTRONG, Frank J. Motter Construction, Cinema Guzzo, 24h Tremblant, UCI Grand Prix, Fit Time Nutrition, Asbed.com and Litho Quebec;*

**Media Partners:** *Astral, CJAD 800, The Gazette and CTV Montreal.*

The **Cedars Summit on Cancer Survivorship** kicked off the **2011 Cedars Leaders / Tour de Tremblant 24h Tremblant Cycling event weekend** benefiting the Cedars Cancer Institute at the MUHC, the Fondation Mont-Tremblant and the Fondation Pierre Lavoie. [24htremblant.com](http://24htremblant.com)

**About The Cedars Cancer Institute** The Cedars Cancer Institute is a hospital-based charity that supports comprehensive cancer care and funding to patients and healthcare professionals at the six hospitals of the McGill University Health Centre. Through the *Sarah Cook Fund*, Cedars directly supports the Pediatric Hematology/ Oncology Division of The Montreal Children's Hospital. Since its inception in 1966, Cedars has raised more than \$35 million to purchase state-of-the-art diagnostic oncology equipment, improve facilities for the treatment and care of cancer patients, provide fellowships and improve public awareness of cancer related issues through education. Through *CanSupport*, Cedars offers cancer patients and their families free psycho-social, practical, humanitarian and financial assistance. [cedars.ca](http://cedars.ca) / [tourdetremblant.com](http://tourdetremblant.com)

**About the McGill University Health Centre (MUHC)** One of the world's foremost academic health centres, the MUHC offers exceptional and integrated patient-centric care, research teaching and technology assessment. Highly committed to the continuum of care in its community and affiliated with the Faculty of Medicine of McGill University, The Montreal Children's Hospital, the Montreal General Hospital, the Royal Victoria Hospital, the Montreal Neurological Hospital, the Montreal Chest Institute and the Lachine Hospital of the MUHC value multidisciplinary service throughout the lifespan, innovative technologies and practices, strategic partnerships and leadership in knowledge transfer. The MUHC is currently carrying out a \$2.25-billion redevelopment project at the Mountain, Glen and Lachine campuses to provide healthcare professionals with an effective environment in which to ensure patients and their families benefit from *The Best Care for Life*. The campuses are anchored in best sustainable-development practices, including LEED® and BOMA BESt guidelines. [muhc.ca](http://muhc.ca) / [muhc.ca/construction](http://muhc.ca/construction)

**About LIVESTRONG** Created as the Lance Armstrong Foundation in 1997 by cancer survivor and champion cyclist Lance Armstrong, the organization is now known by its powerful brand -- **LIVESTRONG** -- and is a leader in the global movement on behalf of 28 million people around the world living with cancer today. Originating with the iconic yellow wristband, **LIVESTRONG** has become a symbol of hope and inspiration to people affected by cancer around the world. Since its inception, the organization has raised more than \$400 million for the fight against cancer. [LIVESTRONG.org](http://LIVESTRONG.org)

**About the CHUM** The Centre hospitalier de l'Université de Montréal (CHUM) is the largest francophone teaching hospital in North America. Known for excellent care and the expertise of its specialists, every year they welcome more than half a million patients: not only from the greater Montreal region, but across Quebec. Their mission is the application of innovative approaches to healthcare, searching for new knowledge, promoting health and wellness and transferring knowledge. Boasting a rich history, the CHUM is looking to the future - with the construction of new healthcare facilities and a state-of-the-art research centre in downtown Montreal - a comprehensive, single site project valued at \$2.5 billion. The CHUM Research Centre will open its doors in 2013. It will be followed in 2016 by the unveiling of the new CHUM, a world-class teaching hospital in tune with its community where it plays a major role, in a socially aware perspective of sustainable development and concerted urban approach. They are also an active member of the Réseau universitaire intégré de santé (RUIS) de l'Université de Montréal. [chumontreal.com](http://chumontreal.com)

**See backgrounders for more information on:**

Cancer Survivorship

The Cedars Cancer Institute & Cedars CanSupport

The McGill University Health Centre's Cancer Care Mission

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