



Last year the inaugural “Stroll for a Cure” successfully raised \$25,000.00 with over 25% of donations coming from Vancouver Island. Your contributions saved lives.

The 2012 “Stroll for a Cure” will be held September 23rd in the same location. You do not have to participate in the walk to contribute. Donations are accepted through the VGH & UBC Hospital Foundation and this website.

“Stroll For A Cure” Raises Funds for BC-based Cancer Research

VANCOUVER - Multiple myeloma is a devastating blood cancer most people have never heard of until they are diagnosed with it. While there is no cure, treatment research has entered a revolutionary and exciting phase transforming myeloma into a treatable disease. Even better for local patients, the Vancouver General Hospital’s Haematology Research and Clinical Trials Unit (HRCTU) has the potential to take more of a leading role in exploring these emerging new therapies.

Raising much-needed funds for this frontline research unit is the objective of Myeloma Vancouver’s **second annual Stroll For A Cure, set for Sept. 23** at Town Centre Park in Coquitlam. The family-friendly event involves a 5-kilometer (shorter or longer) hike around LaFarge Lake.

Organizer Francesca Plaster founder of the Vancouver Myeloma Support Group understands the significance of a robust clinical trial program in BC. Despite documented savings of \$50 million to the government since the unit was launched in 2004, public funding remains minimal and largely depends upon the philanthropy of a handful of key people and patients.

Francesca believes “It is important that every person affected by Multiple Myeloma become engaged in the process of finding a cure for this devastating cancer”. Participating in funding new clinical research will ensure that British Columbians will have access to cutting edge research.

Dr. Kevin Song MD, FRCPC, a leading myeloma expert and clinical researcher says “ We are truly impressed by the work of Myeloma Vancouver in supporting those who suffer from myeloma as well as their fund raising efforts. With the deepest gratitude, we thank them for organizing the Stroll of a Cure. This event will not only support our trials group, but will also empower patients and their loved ones.”

The unit's clinical trial program is open to all BC residents with a blood cancer who meet the medical criteria. Clinical trials help to evaluate the safety and efficacy of new drugs and treatments for managing a cancer. Just as importantly, patients get the help they need. Improved overall survival for cancer patients is a proven result of clinical trials, which can be essential if a current treatment fails and new ones are not yet approved. Trials conducted outside BC are not an option for many since the majority of patients are either physically or financially unable to travel to other provinces or the U.S.

All proceeds from Stroll For A Cure will benefit the Clinical Trials Unit at Vancouver General Hospital.

The event takes place at Coquitlam's Town Centre Park, 1205 Pinetree Way in Coquitlam. Registration starts at 8:30, with the stroll itself underway at 10 a.m. Participants are invited to bring their families and spend a pleasant day relaxing in the green space surrounding LaFarge Lake. The family oriented park, with a playground and fishing lake, is a great place to picnic. Make it a fun day and help your hospital. And for those people unable to join in due to physical limitations or distance please consider donating through our website.

To donate or learn more about Stroll For A Cure, please visit

[http:// www. MyelomaVancouver.ca](http://www.MyelomaVancouver.ca)

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