

MEDIA RELEASE
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FOR IMMEDIATE RELEASE

BC Cancer Foundation's Innovation Support Fund Accelerating Cancer Discoveries in BC

Vancouver, B.C. – High priority cancer research programs receive an additional boost of over \$475, 000 for new technology from the BC Cancer Foundation's Innovative Support Fund. This investment supports leading-edge research already underway thanks to the \$18.6 million in annual funding to BC Cancer Agency researchers and clinicians in 2011.

"I'm inspired by our donors and their commitment to the power of research," says Douglas Nelson, President and CEO of the BC Cancer Foundation. "Their generous support is accelerating discoveries that make significant improvements in the lives of cancer patients in B.C."

Part of the funding will help increase knowledge of targeted genome sequencing at the Centre for Lymphoid Cancer. The purchase of new equipment will aid in starting an innovative translational lymphoma research lab with a focus on sequencing patient tumours specifically for clinical implementation.

Dr. Marcel Bally, head of Experimental Therapeutics, says that this funding will kick-start a long-term research focus at the BC Cancer Agency that's pioneering the application of genome sequencing technology in patient treatment decision making.

The Innovation Support Fund provides province-wide funding for the purchase of new and enhanced equipment that may not otherwise be accessible through granting agencies. The goal is to help BC Cancer Agency scientists remain competitive, current and strategic—and to continue improving patient outcomes.

"On behalf of the BC Cancer Agency I want to express our sincere appreciation to the BC Cancer Foundation donors for generously providing funds for this important initiative. You are helping researchers remain competitive in their ongoing efforts to solve the cancer problem," says Dr. Samuel Abraham, Vice President of Research at the BC Cancer Agency.

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The BC Cancer Foundation is the bridge that connects philanthropic support and research breakthroughs in cancer knowledge. As the fundraising partner of the BC Cancer Agency and the largest charitable funder of cancer research in this province, we enable donors to make contributions to leading-edge research that has a direct impact on improvements to cancer care for patients in British Columbia. We fund with the goal of finding solutions.

Visit www.bccancerfoundation.com to make a donation or to learn how you can make a difference in the lives of those affected by cancer.

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