

**FOR IMMEDIATE RELEASE**

## Canadian Cancer Society Officially Launches Cancer Prevention Program

24 February 2015

ST. JOHN'S, NL –Every day in Newfoundland and Labrador, approximately four people die from cancer and another nine people are diagnosed with the disease. These are numbers that can and need to be reduced. Today, the Canadian Cancer Society – NL Division is educating more people than ever before on cancer awareness and prevention thanks to a \$1 million donation from Husky Energy aimed at reducing cancer rates across the province. The Husky Energy Cancer Prevention Program is helping the Society increase its education efforts and decrease cancer incidence rates.

The Society's health promotion team is using the donation to offer cancer prevention sessions in rural communities they previously hadn't been able to reach.

"Thanks to Husky, we have been able to present to over 3,000 people in less than three months. Our prevention messaging has been heard in communities such as Pasadena, St. Anthony, Bishops Falls, Norris Point, Lewisporte, Summerside, Placentia, Clarenville, and Twillingate," says Angela Noseworthy, Manager of Community Services.

"Healthier communities are stronger communities," says Malcolm Maclean, Husky's Senior Vice President, Atlantic Region. "Regardless of where we live, we should all have access to the information needed to make healthier decisions. Husky supports the important work of the Canadian Cancer Society to improve lives in Newfoundland and Labrador."

Through the Husky Energy Cancer Prevention Program, the Society is able to improve outreach efforts, increase the number of presentations delivered and educational materials distributed, as well as recruit and train additional cancer educators in communities throughout Newfoundland and Labrador.

This winter, the Society has been actively educating the public on sun safety and UV awareness. "We have increased our work in tourism and heritage centres, with sporting associations and with municipalities offering outdoor winter festivities. With Husky's help we are able to share this message even farther," says Noseworthy. "In addition, we have been busy developing teaching tools and educational materials that will enhance our work with young children and teens, as well as aboriginal groups and seniors."

Half of all cancers can be prevented by making healthy lifestyle choices and through this program, the Society is delivering this message to more communities and groups than was previously possible.

### **About the Canadian Cancer Society**

The Canadian Cancer Society is a national, community-based organization of volunteers whose mission is to eradicate cancer and enhance the quality of life of people living with cancer. Thanks to our donors and volunteers, the Society has the most impact, against the most cancers, in the most communities in Canada. For more information, visit [cancer.ca](http://cancer.ca) or call our toll-free Cancer Information Service at 1-888-939-3333.

- 30 -

For more information, contact:

Maggie Hynes, Marketing-Communications Specialist  
Canadian Cancer Society – NL Division  
709-757-8538  
[mhynes@nl.cancer.ca](mailto:mhynes@nl.cancer.ca)