



Canadian Société  
Cancer canadienne  
Society du cancer

## **Canadian Cancer Society in Newfoundland and Labrador receives \$1 million from Husky Energy for cancer prevention**

Donation will fund cancer prevention program in province with highest cancer rate

ST. JOHN'S – The Canadian Cancer Society in Newfoundland and Labrador has received a \$1 million donation from Husky Energy to expand a critically important cancer prevention program aimed at lowering cancer incidence rates in the province.

The gift provides a significant boost to the Society's existing prevention program and establishes a comprehensive outreach to help protect the province's youth and turn the tide of cancer incidence.

"Making sure people have the best available information and resources to reduce their risk of cancer is essential to fighting this disease," said Husky CEO Asim Ghosh. "The Canadian Cancer Society runs outstanding programs around cancer prevention and care, and Husky continues its longstanding support of that work through this meaningful initiative to further increase awareness."

Newfoundland and Labrador has many of the country's most troubling cancer statistics, including:

- the highest cancer incidence rate at 430 cases per 100,000 people, compared to a low of 362 in British Columbia;
- among the highest smoking and drinking rates in the country; and
- Canada's most overweight province – 71% of the people are overweight or obese.

The program will target schools, workplaces and families to help people of all ages make healthier choices. This program will also reach remote areas like Labrador's coastal region and communities on Newfoundland's south coast and northern peninsula.

"We are enormously grateful for Husky's support. Their gift puts the spotlight on health and awareness – the essence of cancer prevention – in Newfoundland and Labrador and across the country. Stopping cancer before it starts is an urgent national imperative. Together we can prevent half of all cancer cases through healthy living and policies that protect the health of all Canadians," said Pamela Fralick, President and CEO, Canadian Cancer Society.

The Husky Energy Cancer Prevention Program will include:

- Community outreach, including talking to elementary school students about sun safety awareness, cancer prevention, early cancer screening and detection;
- Education and information materials on cancer prevention and screening, shared through information booths, fairs and other public gatherings;
- WellnessFits, a workplace program that will provide employees with tools and information about key cancer risk factors and how to reduce them; and
- Nutrition initiatives on healthy eating, including recipe cards and healthy food samples, shared through events at public parks, farmers' markets and festivals.

## **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. Building on our progress, we are working with Canadians to change cancer forever. For more information, visit [cancer.ca](http://cancer.ca) or call our toll-free bilingual Cancer Information Service at 1-888-939-3333 (TTY 1-866-786-3934).

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