

## YOUR DOLLARS AT WORK

Since 2008, The Enbridge Ride to Conquer Cancer has surpassed all other cycling events to become Canada's most successful cycling fundraiser. Raising over \$119 million in Ontario alone, Ride funds support the work at The Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world.

The Princess Margaret's passion, mission and vision is to **CONQUER CANCER IN OUR LIFETIME** through the creation and implementation of the new gold standard in cancer care: Personalized Cancer Medicine. Every patient is unique. Every patient's cancer is different. So it follows that individualized treatment will get the best results. By basing treatment on a better understanding of the unique genes of each cancer and each patient, we will be able to provide people with more effective and less toxic treatments.

The Princess Margaret is on the cutting edge of Personalized Cancer Medicine, and is translating new understanding gained in the laboratory into more effective treatments for all cancer patients here and globally. The Ride funds are directed towards our research initiatives that are focused on four areas of Personalized Cancer Medicine:



**Detect:** Detecting cancers early leads to better outcomes. We are working on new molecular imaging technology that can see tiny cancers, and discovering new biomarkers – indicators of cancer that can be detected through blood and serum tests.



**Diagnose:** New equipment and procedures that determine the specific genetic mutations that give rise to a patient's cancer are being tested at The Princess Margaret. This information will enable experts to recommend the optimal combination of drug and other therapies for successfully treating each patient.



**Target:** Targeted surgery, radiation and drug treatments will focus on the cancer and leave healthy tissue intact, minimizing toxic side effects. New treatments such as immune therapy will also add to better survival rates.



**Support:** By providing programs and strategies to help patients and their families live with cancer and with the side effects (both physical and emotional) of cancer treatment, we will reduce stress and improve the patient experience. Our award-winning survivorship, patient education and psychosocial support programs need to be expanded so that more patients can be empowered throughout their personal cancer journey.