

FOR IMMEDIATE RELEASE

## SAVE YOUR SKIN FOUNDATION LEADS PATIENT ADVOCACY INITIATIVE TO PUSH FOR EQUAL, TIMELY ACCESS TO INNOVATIVE NEW CANCER TREATMENTS

**VANCOUVER, BC (April 26, 2017)** Thanks to the emergence of innovative new treatments, the last two years have marked a dramatic shift in how we look at cancer. These new treatments mean that cancer patients are not only seeing increased survival rates, but also experiencing a better quality of life while in treatment than was ever possible with standard therapies. The challenge with new treatments is ensuring that they are made accessible to patients who need them. The Save Your Skin Foundation's advocacy initiatives are pushing for a more transparent, efficient, and agile approach to drug approval and provincial funding decisions.

Save Your Skin Founder Kathleen Barnard was diagnosed with Stage 4 metastatic melanoma in 2003 and given six months to live. After her family spent countless hours researching new treatments and clinical trials, she was finally able to receive a new innovative treatment. Today, fourteen years later, she is living proof that timely access to new treatments can save a life.

This May, during Melanoma Awareness Month, Save Your Skin is working to raise awareness of this reality for melanoma patients across Canada. The foundation has created an advocacy initiative to empower patients and the public to join the advocacy process by sharing their stories and reaching out to the MLAs and MPs in their communities to ask them to be their voice and representative. Kathleen Barnard and Save Your Skin are a testament to the power of advocacy, and continue to collaborate with health technology assessments and governments to push for timely and equal access to new treatments.

### **Advocacy Initiative**

Save Your Skin is asking patients to share their stories, discuss their experiences with melanoma, and how vital access to treatment is to saving lives. Visit the Save Your Skin website [HERE](#) for information and materials to help you advocate for melanoma skin cancer patients across Canada.

### **About Save Your Skin Foundation**

The Save Your Skin Foundation is a Canadian not-for-profit charity that focuses on providing education and awareness, offering emotional and financial support to those dealing with melanoma and non-melanoma skin cancers, and supporting the ongoing research and treatment of skin cancer – especially melanoma.

A prevention and awareness fact sheet has been included on the following page. For more information, please visit [www.saveyourskin.ca](http://www.saveyourskin.ca).

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