

#CANCERCHANGED CAMPAIGN LAUNCHED TO CELEBRATE NATIONAL CANCER SURVIVORS DAY ON SUNDAY, JUNE 4th 2017

VANCOUVER, BC (June 1, 2017) #CancerChanged is a series of documentary-style photo essays that bring to life the stories of Canadian men and women living with advanced cancers. The series aims to highlight hope and survivorship through the lens of award-winning Canadian photojournalists. The #CancerChanged campaign gives an authentic glimpse into the lives of people living longer with advanced cancers to foster hope, understanding and peer-to-peer support. It aims to drive awareness that cancer survival is changing from the time of diagnosis to the outcome of a person's life.

The landscape of cancer is changing quickly as new treatments emerge. Today, many Canadians are out-living expectations in part due to research and new treatments.

"This is a time of change and a time of hope. Cancer patients have been dreaming about hope – and now hope is real," said Kathy Barnard, President and Founder of Save Your Skin Foundation and Member of CONECTed steering committee. "New advances in cancer treatment have changed the outlook for many cancer patients. This extended phase is what we call 'survivorship' and it poses new challenges such as how patients transition from a terminal diagnoses to a redefined 'normal' life embracing quality time and hope."

Kathy knows this firsthand, as she was told she had terminal cancer 10 years ago. "This Sunday we celebrate survivorship but more support is needed for patients including new ways in which health systems and workplaces must change to support those who are living longer and want to reintegrate," says Kathy. "The #CancerChanged campaign is just one piece. We need multiple stakeholders to come together and look into these issues to fully take advantage of the hope that is being offered by a rapid progress of science. Working together, we want all Canadians to have a chance to live longer."

About National Cancer Survivors Day

Cancer is the leading cause of death in Canada and is responsible of 30% of deaths. National Cancer Survivors Day is held every year on the first Sunday in June. The day is a celebration for those who have survived and an inspiration to those recently diagnosed. It is also a time to gather for support of families and reach out to the community.

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