



## **Media Release**

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### **Health Care Foundation receives \$250,000 for Digital Mammography Unit**

*Enhancing breast health care for women 50 years and older*

**ST. JOHN'S, NL** – The beginning of the *Canadian Breast Cancer Foundation CIBC Run for the Cure* weekend started on a high note today as the Health Care Foundation recognized the Canadian Breast Cancer Foundation and CIBC for their generous contributions toward the purchase of a full-field digital mammography unit for the Breast Screening Program of Newfoundland and Labrador. CIBC donated \$150,000 towards the unit and the Canadian Breast Cancer Foundation provided an additional \$100,000.

The Breast Screening Program provides mammography services, clinical breast examinations and breast health awareness for women aged 50 years and older. Dr. Nancy Wadden, Medical Director, Breast Screening Program for NL, says, "Full-field digital mammography is the most advanced mammography technology available. It provides a clearer, crisper image, and digital images are electronically filed and stored on a computer which greatly speeds up the review process. We are very grateful to CIBC and the Canadian Breast Cancer Foundation – Atlantic Region for supporting this advanced technology to the benefit women of our province."

According to the Canadian Breast Cancer Foundation, mammograms are an important first step in the early detection and treatment of breast cancer. "The Canadian Breast Cancer Foundation – Atlantic Region is proud to partner with the Health Care Foundation and other hospital foundations across Atlantic Canada to provide leading-edge equipment for the diagnosis and treatment of breast cancer," said Nancy Margenson, CEO, CBCF-Atlantic Region. "Working together with communities, corporations and governments, we will achieve a future without breast cancer".

CIBC's history of supporting the breast cancer cause dates back to 1992 with the Canadian Breast Cancer Foundation CIBC Run for the Cure. Since then, CIBC employees have raised more than \$20 million for the Canadian Breast Cancer Foundation, which has invested \$170 million in breast cancer research, education and awareness programs. In the last five years, CIBC has also committed \$22 million to hospitals and research centres across Canada, including \$5 million towards breast cancer treatment and research.

There are sixteen digital mammography units in the province located in eleven centres. This makes Newfoundland and Labrador the first province in Canada to have digital mammography units in each major centre. These centres are St. John's, Carbonear, Burin, Clarenville, Gander, Grand Falls-Windsor, Corner Brook, Stephenville, St. Anthony, Happy-Valley Goose Bay and Labrador City. Women in

Newfoundland and Labrador aged 50 and up may contact their local Breast Screening Centre at 1-800-414-3443 (toll free) to arrange an appointment, or visit [www.purplelupin.ca](http://www.purplelupin.ca) for more information.

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### **About the Health Care Foundation:**

The Health Care Foundation is the official fundraising organization for the adult hospitals in St. John's. It was formed in 2002, following the amalgamation of the General Hospital Health Foundation, St. Clare's Mercy Hospital Foundation, and the Waterford Foundation. Its mandate is to raise money for the purchase of vital medical equipment and technology, enhance patient care, and fund health research and education. The Health Care Foundation supports and funds: General Hospital (Health Sciences Centre), St. Clare's Mercy Hospital, Waterford Hospital, Dr. L.A. Miller Centre, and the Dr. Walter Templeman Health Centre. Additional information on the Health Care Foundation can be found at [www.healthcarefoundation.ca](http://www.healthcarefoundation.ca).

### **CIBC**

CIBC is committed to supporting causes that matter to our clients, our employees and our communities. We aim to make a difference in communities through corporate donations, sponsorships and the volunteer spirit of employees. With a strategic focus on youth, education and health, and employee commitment to causes including the Canadian Breast Cancer Foundation CIBC Run for the Cure, the CIBC Children's Foundation and United Way, we are investing in the social and economic development of communities across the country. In 2008, CIBC group of companies contributed more than \$36 million worldwide to charitable and non-profit initiatives. Of this, more than \$27 million was invested in Canada to support national, regional and local organizations. To learn more, visit [www.cibc.com/pas](http://www.cibc.com/pas)