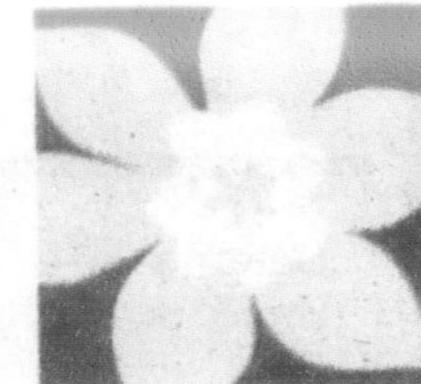
## 

Canadian



Société

## Mai Malandis

The Canadian Cancer Society is the largest charitable funder of cancer research in Canada. In 2000/01, the Canadian Cancer Society contributed more than \$42 million to cancer research in Canada.

Last year, more than \$10 million was raised in Ontario through the generosity of people giving at the door. This year, the Cancer Society hopes to raise \$11 million solely through its door-to-door campaign.

About 75,000 volunteers will be knocking on doors in neighbourhoods across the province this April.

Our canvassers are volunteers. They donate their time and effort to the Canadian Cancer Society's Daffodil Month campaign and are not paid.

The Canadian Cancer Society's Daffodil Month residential campaign is an important fundraiser but it is also an opportunity for us to provide health messages about how the people can reduce their risk of cancer and how they can obtain more information by calling our tollfree number at 1-888-939-3333. We can also inform the public about our services for people living with cancer, such as transportation and emotional support.

The Canadian Cancer Society was founded in March 1938 as the Canadian Society for the Control of Cancer. The first direct appeal to the public for funds came in the early 1950's when April was adopted as the month for the Canadian Cancer Society's major fundraising effort. Previously the organization relied on membership subscriptions for funding. Just over half (51 per cent) of the money raised by the Canadian Cancer Society in Ontario is used to fund cancer research. Most of the balance is used for community services and programs such as transportation, information and emotional support (Community programs 32 percent; Fundraising 11 percent; Administration 6 percent).

The Canadian Cancer Society provides information about all cancers, treatment, early detection and resources available. The Canadian Cancer Society also provides help getting to and from cancer-related care

appointments.

Let's make cancer history!

Call your local Canadian Cancer Society for more information at 905-877-1124.

Seven Steps to Health

Protect yourself and your family. By knowing and acting on these Seven Steps to Health, you can help prevent cancer.

Choose to be a non-smoker and avoid secondhand smoke.

Choose a variety of lower fat, high fibre foods. Maintain a healthy body weight and limit your alcohol intake.

Protect yourself and your family from the sun. Practise regular skin examinations and report any changes immediately.

Regular scheduled Pap tests and mammograms, according to age, are vital. Practice I monthly breast self examination.

See your doctor and dentist regularly for checkups.

Be aware of changes in your normal state of health. If you discover a lump or a mole that has changed, or a sore that won't heal, check with your doctor immediately.

At home and at work, follow health and safety instructions when using hazardous materials.

Consult your local Unit of the Canadian Cancer Society for more information

## Let's Make Cancer History!

This message has been brought to you by these community minded people

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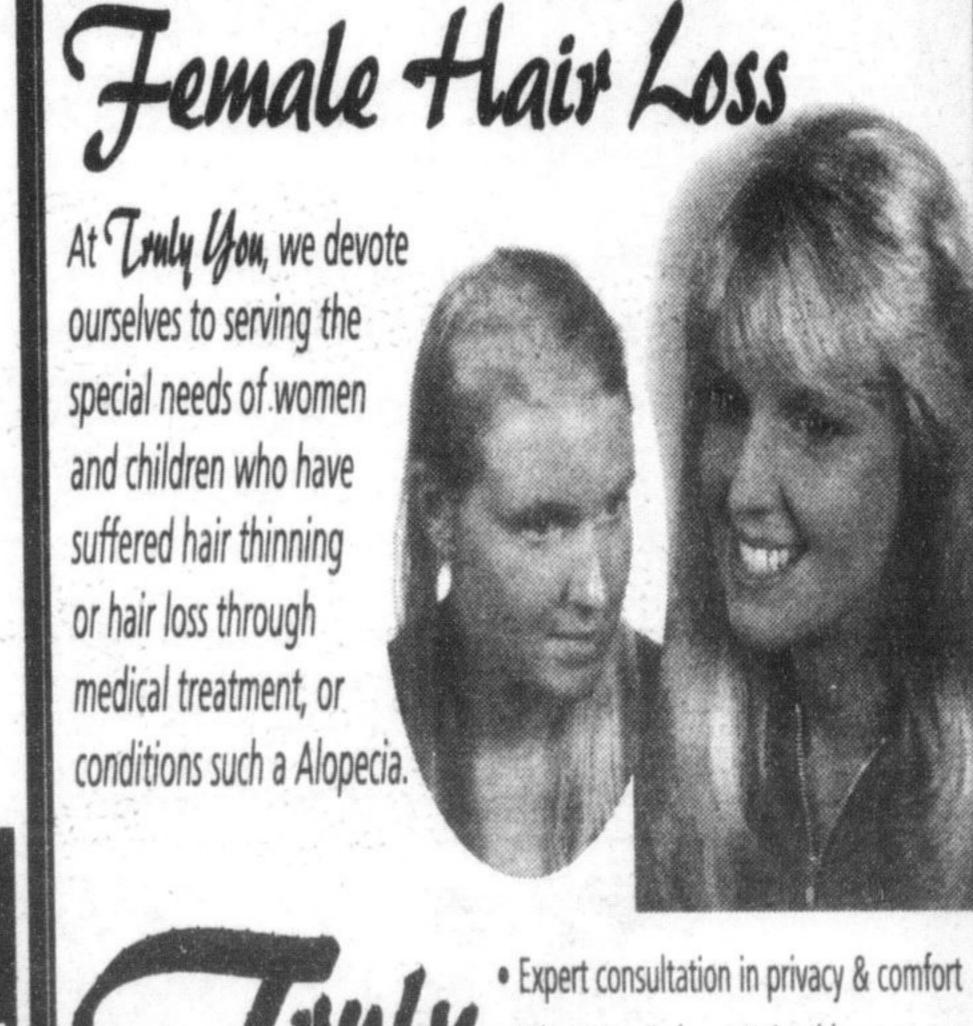
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