

A SPONSOR CONTENT FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

As the leading cause of death in Canada, cancer is estimated to lead to 78,000 deaths in 2015 and 196,900 new cases of cancer will be diagnosed, not including new non-melanoma skin cancer cases. Even though cancer is a widespread disease, receiving this kind of diagnosis is difficult for patients, families and friends. Yet millions of survivors, advocates, doctors and researchers have created a network of support and hope.

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Published in co-operation with leading partners, this special feature will include the following editorial highlights:

OUTLOOK. Is Canada's healthcare system prepared for an expected 40 per cent increase in new cancer cases in the next 15 years?

THERAPIES. How are targeted therapies increasing survival rates and making the treatment process less debilitating?

RESEARCH. What new contributions from the research community offer hope for cancer patients?

RISK FACTORS. We speak to experts about the latest findings on how cancers develop and grow and how risk of cancer can be reduced.

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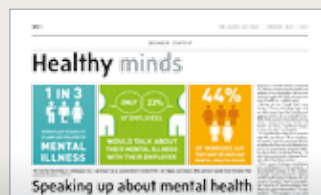
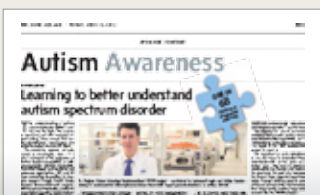
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See page 2 for details...

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DIAGNOSIS: CANCER



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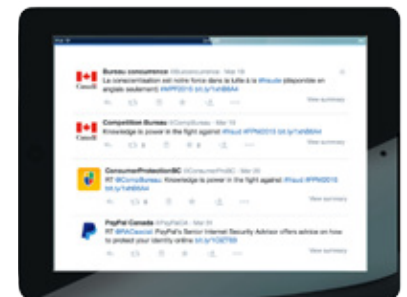
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