

Fort Frances jump-starts the 2014 Relay For Life

Cancer survivors and community members join forces to conquer cancer

Fort Frances, Ontario (January 24, 2014) – Fort Frances Ontario residents are banding together to help fight against cancer by lending their support to the 2014 Canadian Cancer Society Relay For Life, to be held on Friday June 20 at Fort Frances High School.

Last year, 168 participants in the 2013 Fort Frances Relay For Life joined together to raise a grand total of \$77,338. Out of that total, \$31,482 was donated back into the community to help the Riverside Health Care facility purchase necessary equipment to treat patients, such as an ultra sound machine and specialized equipment for inserting PICC lines (peripherally inserted central catheters). This year the goal is to raise \$75,000 to fund life-saving cancer research and help provide support for people living with cancer.

“We are very fortunate to have received this generous funding from the 2013 Relay For Life. It will provide staff training and specialized equipment for peripherally inserted central catheters (PICC lines) at Riverside Health Care’s La Verendrye General Hospital site. This new service will improve access to care for cancer patients and patients requiring extended antibiotic therapy, among others. Providing this high quality service, closer to home is a key component of our strategic plan and we definitely appreciate this funding from Relay For Life,” states Riverside Health Care, president & CEO, Allan Katz

The Relay For Life event helps brings communities together to fight cancer in over 500 communities across Canada and 20 countries worldwide. In 2013 alone, Relay For Life raised more than \$16.2 million in Ontario with 65,000 Ontarians participating, and over 9,000 cancer survivors walking in the first lap of the relay; which celebrates the lives of people who’ve battled cancer and gives hope to those in the midst of the battle.

“Relay For Life is a truly inspirational and remarkable event that brings the community together to celebrate those fighting a cancer battle, remember loved ones who are no longer with us and to fight back against cancer. We at the Canadian Cancer Society are thrilled that the money raised at the Fort Frances Relay For Life 2013 not only goes back to help residents throughout Northwestern Ontario with the developments of research advancements and support services we offer, but also through the partnership with Riverside Health Care Foundation that allows us to give directly back to a community that shows us such overwhelming support,” states Maria Cabral, Canadian Cancer Society, manager, Northwestern communities.

Every day, 500 Canadians will be diagnosed with cancer and 200 will die from the disease. However, thanks to the generous support of donors from Relay For Life, we are able to invest in world-class research, raise funds that help prevent cancers before they start, and better the lives of people living with the disease through constant support. As a result, 62 per cent of people diagnosed with cancer will survive, compared to only 25 per cent when we first began funding research in the 1940s. It is with the support of our donors and volunteers that we can continue to fund our mission and change the face of someone living with cancer.

For more information or to register for Relay For Life visit:
relayforlife.ca/fortfrances.

(More)

About Relay For Life

Relay For Life is more than a fundraiser – it's a global movement against cancer, taking place in 20 countries worldwide and over 500 communities across Canada. The inspirational, non-competitive, 12-hour overnight event brings you and your community together to celebrate life and fight cancer. Relay For Life has a festival-like atmosphere that your family, friends and co-workers can enjoy - regardless of age or fitness level. Visit **relayforlife.ca** to register a team, raise funds as a participant or donate.

About the Canadian Cancer Society, Ontario Division

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer. When you want to know more about cancer, visit cancer.ca or call our toll-free, bilingual Cancer Information Service at 1-888-939-3333.

About Riverside Healthcare Facility

Riverside Health Care is a fully accredited multi-site, multi-function health care system serving the residents of the Rainy River District. RHC operates hospitals in Fort Frances, Emo and Rainy River, and Rainycrest Long-Term Care Home and La Verendrye Non Profit Supportive Housing in Fort Frances. Each community is also served by Riverside Community Counselling which provides addictions, mental health and family violence treatment services, Community Support Services through Rainycrest and Valley Diabetes Education Centre which provides important chronic disease management programming. For more information, please visit riversidehealthcare.ca.

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For more information or to book an interview, please contact:

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