

NEWS RELEASE

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Expansion set to begin at BC Cancer Agency's Vancouver Island Centre thanks to Alex A. Campbell's legacy of giving

VICTORIA, B.C. – Alex A. Campbell's philanthropic spirit and commitment to improved cancer care will live on as construction to expand the BC Cancer Agency's Vancouver Island Centre is set to get underway in early December.

As Chair of the BC Cancer Foundation's *Inspire the World* Campaign, Mr. Campbell led a two-year whirlwind initiative that raised \$10 million for the centre's expansion. The *Inspire the World* campaign launched in September 2009 with a \$1 million lead gift from Mr. Campbell and his wife Jo—helping to inspire Vancouver Island residents to channel their philanthropic spirit. Their goal: to transform patient care at the BC Cancer Agency's Vancouver Island Centre with a major renovation and expansion of the facility.

"What a fitting tribute to the Campbell family to have this project starting imminently," says Douglas Nelson, president and CEO of the BC Cancer Foundation. "Mr. Campbell was the inspiration in our *Inspire the World* campaign—he motivated countless others to help us reach the \$10 million fundraising goal. On behalf of all Vancouver Island cancer patients, I thank each donor who contributed to this state-of-the-art expansion."

"Vancouver Island cancer patients and their families will benefit from the expanded cancer centre once it is completed," says Oak Bay – Gordon Head MLA Ida Chong on behalf of Health Minister Michael de Jong. "It honours the philanthropic legacy of Alex A. Campbell and his family."

The BC Cancer Agency is widely respected for its integrated model of leading-edge cancer care and innovative research. Within the new space will be a state-of-the-art patient and family support centre to be named the Alex & Jo Campbell Patient and Family Support Centre, honouring the Campbells for their generous gift and dedication to the BC Cancer Foundation's fundraising campaign, the BC Cancer Agency, and all cancer patients on Vancouver Island.

"Thank you to BC Cancer Foundation donors for their generosity," says Brian Schmidt, Interim President, BC Cancer Agency, an agency of the Provincial Health Services Authority. "The expansion will enable us to integrate care with the best cancer therapies available, as well as the emotional and psychological support needed before, during and after treatment—and ultimately enhance patients' experience."

The construction contract was awarded to Vancouver Island based Farmer Construction Ltd. Construction is anticipated to be complete in late 2012.

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The BC Cancer Foundation is the bridge that connects philanthropic support and research breakthroughs in cancer knowledge. As the fundraising partner of the BC Cancer Agency and the largest charitable funder of cancer research in this province, we enable donors to make contributions to leading-edge research that has a direct impact on improvements to cancer care for patients in British Columbia. We fund with the goal of finding solutions.

Visit www.bccancerfoundation.com to make a donation or to learn how you can make a difference in the lives of those affected by cancer.

The BC Cancer Agency, an agency of the Provincial Health Services Authority, is committed to reducing the incidence of cancer, reducing the mortality from cancer, and improving the quality of life of those living with cancer. It provides a comprehensive cancer control program for the people of British Columbia by working with community partners to deliver a range of oncology services, including prevention, early detection, diagnosis and treatment, research, education, supportive care, rehabilitation and palliative care. For more information, visit www.bccancer.ca.