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## NEWS RELEASE

For immediate release  
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Provincial Health Services Authority

### **Time is running out to join BC's largest-ever cancer prevention study**

**Vancouver** – The BC Cancer Agency is appealing to adults aged 35-69 to register for the BC Generations Project at [bcgenerationsproject.ca](http://bcgenerationsproject.ca) before recruitment wraps up this March.

The massive long-term health study – which has already attracted close to 29,000 BC participants – has the potential to help researchers determine how genetics, environment, and lifestyle contribute to our risk of developing cancer, as well as related chronic diseases such as diabetes and heart disease.

With just a small commitment of time, participants can make a lasting contribution to the health of future generations. To join, participants must complete three secure web forms: an informed consent form, a personal information form, and a health and lifestyle questionnaire at [www.bcgenerationsproject.ca](http://www.bcgenerationsproject.ca).

Over the next few years, the project will also ask participants to provide a blood and urine sample as well as complete additional questionnaires about their lifestyle and environmental exposures.

The BC Generations Project is part of the larger Canadian Partnership for Tomorrow Project, which is collecting Canadians' health information, physical measurements and samples in five regions across the country. In addition to providing baseline information, participants' health and lifestyle will be tracked for several decades.

After recruitment closes on March 31, the BC Generations Project will enter the next phase of the project, which is to complete the collection of data and samples on participants and to begin making this enormous data resource available for approved research projects into cancer and other chronic diseases.

#### **Quotes:**

#### **Dr. John Spinelli, BC Generations Project principal investigator and scientist, BC Cancer Agency**

"If you've ever considered joining the BC Generations Project, now is the time to do so. By taking a few minutes to join the study online, you can contribute to a healthier future for our province's children and grandchildren."

#### **Dr. Margaret MacDiarmid, Minister of Health**

"British Columbia is known worldwide as a leader in cancer care and research. Joining the BC Generations Project is a very simple and tangible way for British Columbians to support this work and contribute to new, BC-led discoveries in cancer prevention."

### **Taco Niet, Burnaby resident and BC Generations Project participant**

"I joined the BC Generations Project as a way to contribute to my daughter's future so that, hopefully, she can live her life without being impacted by cancer the way my father is. It takes very little time, but it could have a huge benefit."

#### **Quick Facts:**

- The BC Generations Project is part of the Canadian Partnership for Tomorrow Project, the largest long-term health study of its kind in Canada.
- Five regional study teams in BC, Alberta, Ontario, Quebec and Atlantic Canada have recruited more than 250,000 Canadian participants.
- The main funder of the project is the Canadian Partnership Against Cancer, with regional funders contributing additional paid and in-kind support.
- More than 28,800 BC residents have participated in the BC Generations Project since recruitment began in May 2009. During this time, the project has offered a long-term assessment centre in Vancouver and pop-up assessment centres in eight cities across BC: Kelowna, Prince George, Coquitlam, Victoria, Abbotsford, North Vancouver, Nanaimo and Kamloops. The eight pop-up assessment centres were made possible with funding from the BC Cancer Foundation.

#### **Learn More:**

[www.bcgenerationsproject.ca](http://www.bcgenerationsproject.ca)

**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. [www.bccancer.ca](http://www.bccancer.ca).

**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, they enable donors to make contributions to leading-edge research that has a direct impact on improvements to cancer care for patients in British Columbia. As an independent charitable organization, they raise funds exclusively for the BC Cancer Agency that support innovative cancer research and compassionate enhancements to patient care. [www.bccancerfoundation.com](http://www.bccancerfoundation.com).

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