



**Your gift will be matched dollar-for-dollar!**

**Please donate today to take advantage of this rare opportunity to double your impact and help prevent cancer before it starts.**

Dear Friend,

I'm sure you know how a cancer diagnosis can devastate a family, steal precious time, take away loved ones far too early ...

Preventing cancer is of vital importance. The surest way to save lives is to stop cancer before it even starts. And you can help.

BC Cancer is a world-leader in research and care across the full cancer spectrum: prevention, early detection, diagnosis, treatment, education, supportive and palliative care.

Research focused on cancer prevention is a top priority at BC Cancer, with many brilliant scientists studying how to prevent different types of cancer.

For example, Dr. Stephen Lam is studying "*never-smokers*" who develop lung cancer, looking for patterns in their life and family history, and analyzing environmental factors to better understand how their cancer was triggered.

He has uncovered a pattern in middle-aged women born in China, and is looking into how their exposure to air pollution in their youth may have led to cancer later in life. This information may be critical for identifying people who should be getting screened for early signs of disease.

I'll tell you more in just a moment, but first I want to share some exciting news ...

**Right now you have an incredible opportunity to make a donation that will be matched dollar-for-dollar by William and John McCarthy. They're offering this remarkable \$1.5 million match until October 31<sup>st</sup> only.**

**Will you please reply without delay with the most generous gift you can afford? Perhaps \$35, \$50 or \$100? Sending your gift right away means it will be matched to make twice the impact.**

The McCarthy family are long-time supporters of BC Cancer and are offering this match, because they believe prevention is the key to saving lives.

Cynthia Chan knows firsthand how important cancer prevention research is – despite never smoking, she is currently being treated for lung cancer.

She wonders if the research Dr. Lam is conducting could uncover environmental factors that caused her cancer. You can read Cynthia's story in her own words in the enclosed letter.

Prevention is so critical because, right now, the likelihood of getting cancer is extremely high.

You see, 1 in 2 people will face a cancer diagnosis at some point in their lives.

And with the growing and aging population, it is estimated that the number of new cancer diagnoses will grow by 40% over the next decade.

We desperately need to put the brakes on this troubling trajectory. With cancer incidence on the rise, the time to invest in prevention is *right now*.

As research uncovers new knowledge about cancer, people will be more empowered to make lifestyle changes and get necessary screenings to protect themselves.

Dr. Lam is only one of many scientists at BC Cancer who are looking into new ways to prevent cancer. With all these brilliant minds working together, BC Cancer can reduce cancer incidence. But we need your help.

**Please, will you make a donation today to fuel life-saving cancer research that could cut cancer by more than half?**

Thank you for being a vital partner in stopping cancer before it starts!

Sincerely,



Sarah Roth  
President & CEO, BC Cancer Foundation

**P.S. Your gift of \$35, \$50, or even \$100 will be matched dollar-for-dollar until October 31<sup>st</sup> only. Please don't miss this limited opportunity.**