

Media Release

Please Don't Ignore Stage IV at this Year's Run for the Cure

(CALGARY, September 26, 2017) Metastatic breast cancer (MBC), also known as Stage IV, is the kind that kills. It occurs when cancer travels outside the breast to the liver, brain, lung, bones and other sites.

There is no cure for MBC.

The CIBC Run for the Cure is an annual event that raises important funds to support the Canadian Cancer Society's breast cancer research grants and programs. This year, a group of Canadians with metastatic breast cancer are coming together for the Run on October 1, with the goal to raise awareness of MBC and the need for more research. These participants have formed Friends and Family teams across Canada. It is now their second year, and the teams have grown to include over 345 people at 13 run sites. Calgary's team has over 55 participants and is among the top fundraisers.

"The Run's relentlessly celebratory tone can alienate those of us living with MBC - "lifers" whose treatments will carry on for the rest of our lives," explains Judit Saunders, a former Registered Nurse who has become an advocate on behalf of the MBC community in Calgary and Canada. **"The media and marketing campaigns ignore MBC as it doesn't fit their good news stories. But people remain unaware that approximately 20 to 30 percent of people with early stage breast cancer (Stages 0 to 3) later go on to develop metastasis. Finding it early is not necessarily enough and more research is needed",** emphasizes Ms Saunders.

Those living with MBC who are participating in the Run aim to encourage the Canadian Cancer Society to establish a research grant program dedicated to looking for new and more effective treatments for MBC. Barriers exist to research in metastatic disease versus primary cancerⁱ, and the power of the largest cancer charity in Canada is required to promote innovation. Five thousand women and men die of metastatic breast cancer each year in Canada. It is important to remember that we still need a cure.

For more information:

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ⁱ Obstacles, Opportunities and Priorities for Advancing Metastatic Breast Cancer Research
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