

## PROGRAM AIMS

1. To search out prospective and confirmed risky gene carriers to provide them with the tools required to make informed health decisions
2. To provide a framework for risky gene carriers to become connected to each other and involved in their own cause
3. To garner public support for new and existing programs specifically targeted to hereditary cancer

## THE TRUTH ABOUT HEREDITARY CANCER

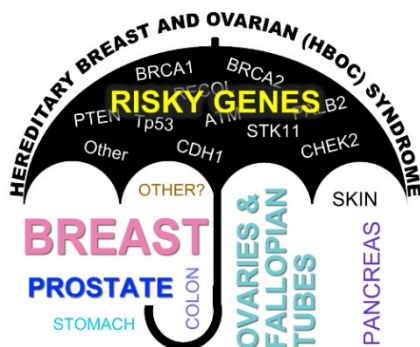
### Hereditary cancer is more dangerous than spontaneous cancer



*95% breast cancer risk  
65% ovarian cancer risk*  
Her grandmother died at 55 of ovarian cancer.  
Her mother fought breast cancer at 40.  
Her sister died at 34 of breast cancer, leaving behind a 3-year old daughter.



*85% breast cancer risk  
75% ovarian cancer risk*  
Her grandmother died of ovarian cancer.  
Her mother fought 3 types of cancer starting in her early 30's.  
Her cousin died of breast cancer when she was 30, leaving behind a 2-year old daughter.

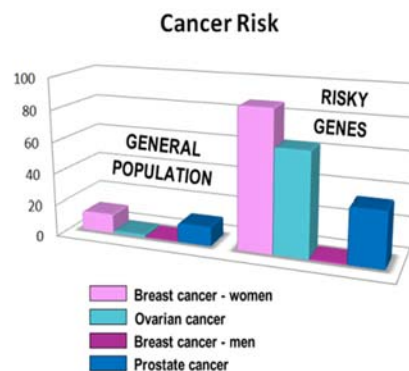


Risky genes cause breast, ovarian, prostate and some other types of cancer

About 10% of all breast and prostate cancer is known to be caused by inherited gene mutations and as high as 25% of ovarian cancer

Those with risky genes develop more cancer, at younger ages, it is more aggressive and has a higher rate of recurrence or a second primary site

Male and female carriers pass their risky genes to biological children at a rate of 50%

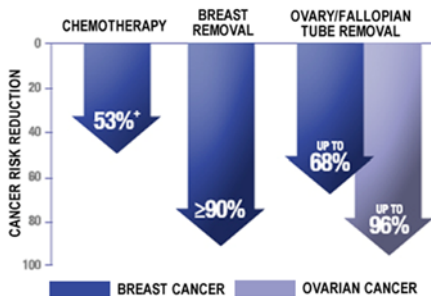


Risky gene carriers have a much higher risk of developing cancer

Well over 1 million Canadians are estimated to carry risky genes

However, awareness remains so low that at least 80% don't know they are affected

This robs them of the opportunity to make informed health decisions about early screening, prevention and cancer treatment options that could save their lives



Prevention options reduce hereditary cancer risk up to 96%

Risky gene carriers are hit the hardest, yet are the only population who have the opportunity to avoid a cancer diagnosis if aware and informed

This type of hereditary cancer has been known for well over twenty years yet this remains the only awareness program of its kind

Please help us save lives

**ANYONE** can carry risky genes  
but family cancer history and ethnic background are strong indicators  
Learn more: [RISKYGENES.ORG](http://RISKYGENES.ORG)