


PLEASE HELP US SAVE LIVES
RISKY GENES AWARENESS PROGRAM

PROGRAM AIMS


1. To help find the many thousands of people who do not yet know they carry risky genes to provide them with the tools they need to save their lives
2. To provide a framework for existing risky gene carriers to become involved
3. To garner public support for new and existing programs specifically targeted to hereditary cancer

Learn more: RISKYGENES.ORG

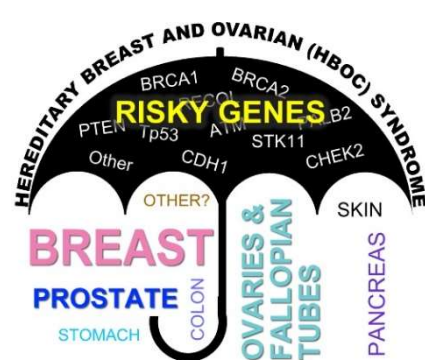
THE TRUTH ABOUT HEREDITARY CANCER



*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.

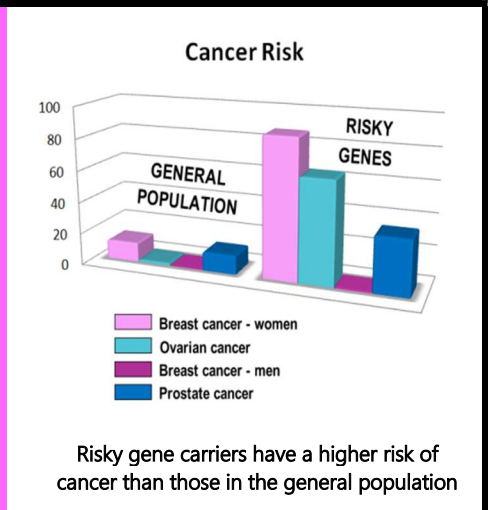


Risky genes cause hereditary breast and ovarian cancer, as well as some other types of cancer

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 experience far more cancer, at younger ages, it is more aggressive and has a higher rate of recurrence

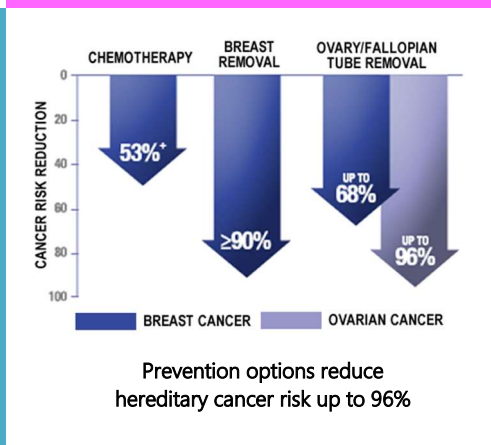
Both men and women can carry and pass risky genes to their children at a rate of 50%



Well over 1 million Canadians are estimated to carry risky genes

However, awareness is so low that a shocking 80% are not yet aware

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



Hereditary cancer was discovered in 1995, yet remains drastically underfunded

Governments and the larger cancer organizations who represent the various types of cancer involved have not provided proportionate funding for their hereditary component, if at all