



Health
Sciences
Association of
British Columbia

The Union of Caring Professionals

news release

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Running for the cure every day: HSA members fight breast cancer

The 2009 Run for the Cure – the Canadian Breast Cancer Foundation’s most important annual fundraiser – is this Sunday, October 4. The Health Sciences Association of BC (HSA) has sponsored the run for the past 12 years and committed more than \$1 million to support the fight against breast cancer.

HSA is the health care union that represents the team of highly-trained health science professionals who work in the screening, diagnosis, treatment, recovery, and support of breast cancer patients and their families. Union president Reid Johnson encourages anyone who has been touched by breast cancer to Run for the Cure all across B.C. this Sunday.

“Breast cancer touches our lives daily, in our communities, and through our work. Throughout B.C., our members are there in the community and on the front lines, working with women and their families in every stage of breast cancer – from detection and diagnosis, to treatment, rehabilitation, and support,” Johnson said.

“It’s our commitment to fighting breast cancer that helps define who we are as a union and as caring professionals,” he said. “Together, we’re making a difference.”

HSA member and mammographer Shannon Adamus is featured in the union’s province-wide newspaper ads, urging women across BC to get a screening mammogram to rule out the disease.

“It’s really a very simple, quick test,” Adamus said, “and it saves lives. With regular screening, you can identify small changes and have them investigated before there’s a major health issue. It’s such a simple test. Most women are very surprised that it’s as easy as it is. If you’re a woman over 40, I urge you to go have one!” she said.

This year in B.C., the Run for the Cure will be held in Abbotsford, Castlegar, Golden, Kamloops, Kelowna, Nanaimo, Port McNeill, Prince George, Vancouver, Vernon, and Victoria.

To register or donate today, visit hsabc.org and follow the links to the Canadian Breast Cancer Foundation’s registration page. For information on screening mammograms, visit www.gohave1.com. To book a free screening, phone: 604/877.6187 (Lower Mainland) or 1.800/663.9203 (toll free).

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Backgrounder attached

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