

# 2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

### **National Cancer Wellness Awareness Day**

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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WORLD CANCER DAY

Mobilizing support for people affected by cancer on February 4 and beyond

Finding strength in 'compassion and care'

		age, had one kidney and adversal gland removed along with the humour. "My oncologist told me that	A week late; Schutte's physician called to report he'd found a clinical trial focused on the molecular de-	busiest dinical hisls unit in R.C. One example is the work of Dr. Ellard's oplinative. Dr. Islam Mohamed.
034 A	e de	adenocortical carcinoma has a very low likelihood of curvival."	velopment of tumours, and the was happy to learn the could participate in fellowss, as hour's drive from her	He will be launching a first-of-its- kind clinical trial looking at early- stage, non-ornal cell lung canon. His
	Page (E)	INNOVATIVE INTERVENTIONS CLOSE TO LOSE	hometown. During the clinical trial, Schullar's homours and methytoper	dudy combines two highly effective thermier CASS (which Adjust Nich
		Schultewent on an oxal chemother- apy regime, vehicitin half a vegi.	orased to grow And while she had	doses of cadation to the turnour
			to dop participating due to lung	while sparing surrounding healthy
Division of the second of the		her daughter found her unconscious	problems, she is hopeful that the	ticsues), followed by immunothera-
		at home. At the hospital, her family was advised to say coodbye since	effects of the immunotherapy will continue – and that the drugs used	py. This combination of heatments has not previously been done for
		the cancer had spend to the brain.	in the trial will be approved for use	early-stage satients, but has been
SERVICE CONTRACTOR			in the trainwill be approved for use in Coracts when the needs them	eany-drage patients, but has been effective in stace 3 and 4 cases.
AND DESCRIPTION OF THE PERSON NAMED IN			"Viscous et il house copper - 2" cont	macrae is suger and 4 case.
CONTRACTOR OF THE PERSON OF TH		operation was very risky, yet one neurosurgeon said he was willing to	cone or in remission. It's a matter	A COMMUNITY OF SUPPORT
THE RESERVE OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TW		attempt removing the tumour," she	of when - rather than if - it is going	Along with her family and her
The second secon		nates. "All I remember saying is that I	to grow," she says, "but I feel so	faith, Schutte credits her medical
THE RESIDENCE AND ADDRESS OF THE PARTY OF TH		would like to try."	fortunate that at the right moment,	team with helping her through
Company of the Party of the Par		The surgery was successful, yet the cancer returned within six months.	the next key thing came along."	these tough times. 'In a hospital or canor clinic, you can tell whether
		this time to the original sursical	ADMINISTRIC DESEABLY AND	spreamer is there for the job or for
STATE OF THE PROPERTY OF THE PARTY OF THE PA		site. Irading to another operation	TREATMENT	the people," she says. "Yes been so
	Through her shallersing increase with sincer. Carla Exhalterions sharpes able to find		Improvements in cancer heatment	lucky with almost every nurse, doc-
shough to her faith and from the support of her family and medical from, sawcas		biter, three tumours and numerous	have been an important source of	for and oncologist I've had. Without
		metaclases through her perimetrium	hope for patients, says Dr. Susan	their compaction and care, I would
		were found, the says: "I was told I	Ellard, department leader for medical	have felt hopeless and helpless."
	merce impact her BC Cancer care team – always working to deliver the	chould jud let things go – since this is such a fast, aggressive cancer, and	oncology at BC Cancer-Kelowra and heading the clinical trial in which	Receiving kindness and care also inspired her to give back. She joined
	latest, leading-edge treatments - has had on her life-over the past nine	there is no cure."	Schulte is participating. Dr. Elland has been practicing for	Racebook groups for people with where I recommodificate and offer
ences of the 1.5 million people who	rears.	Not ready to give up, Schutte's on- colooid advised another type of che-	over 25 years and specializes in	support closer to home. "One of
	For Schutte, it started with find-		bread canors. She was connected to	
Canada are ac unique as the individu- als the moreuse. World Canors Day	ing a lump under her ribrage. The family doctor guspected an enlarged	the tumours "a little bit, yet it affected my heart and liver to the point where	Schulte thanks to a unique mutation discovered in her cancer – one rarely	dagnound with leukemia and the says fimithe only one who sets it."
presents a chance to come together	spiren and scheduled a CT scan. As	tookidn't do it anymore."	found in adversi cancer - one-rarely	Schulte cave.
	the waited for the appointment the	Schulte remembers going home	the offeria for this direct trial.	"I like to tell people not to pive up
	lump grew and the pain got worse.	to tell her family the treatment had	"These has been into of attention	- that having a fighting spirit will go
everyone. Carlo Schutte is exper to share the	prompting a trip to the emergency decomment.	failed. Nou write your goodbye letters and make funeral obns.	on basic science and its translation into dinic practice," says bx filted.	a long way." She hopes sharing her story will
lessons the learned on her journey	There, Schutte learned she had	because that's what you have to	who regards the chance to see	encourage offers to consider sup-
with cancer, which started in 2014, when the use 45. She'd like others	a 15-centimetre tumour on her adversil gland. "It was advenocortical	do," the cays, adding that these activities were not untamiliar, she	sessarch translate into more cures and longer lives as "one of the most	porting BC Cancer's work to provide the kind of life-caving heatments
to know they are not alone: while	cardinoma, a rare-cancer the doctor	had previously lost a 20-year-old		that brought her hope.
their cancer diagnosis may be differ-	in Wenor had never seen below. I	son in a car accident and her sider to	ogy."	
ent, their chuggles are likely similar. One size hower to show the inc.	was sent to Vancouver for surgery."	ovarian cancer. "My doctor said he	Kelawaa is becoming inoras-	To learn more, visit

National Cancer Wellness Awareness Day serves as a dedicated time to underscore the holistic dimensions of cancer care, extending beyond medical treatments to encompass overall well-being. This day, observed nationally, focuses on promoting awareness about the importance of wellness during and after cancer treatment, recognizing the multifaceted needs of cancer patients, survivors, and their support networks.

### **Proposed topic highlights:**

**EMPOWERMENT** — Showcasing efforts to empower individuals affected by cancer.

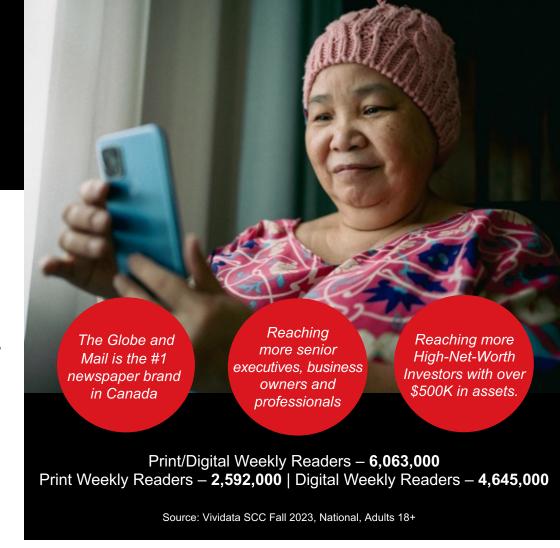
**HOLISTIC WELLNESS** — Focusing on overall well-being during and after cancer treatment.

**RESOURCES & SUPPORT** — Highlighting organizations providing resources for a better quality of life.

**EDUCATION** — Promoting awareness through valuable insights for cancer patients and survivors.

### **GET INVOLVED TODAY. CONTACT:**

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Standard Booking Deadline Material Deadline Publishing Date Sponsor Content Booking Deadline

May 8, 2024 June 19, 2024 June 26, 2024 June 19, 2024