



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Cancer Awareness

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Cancer remains the leading cause of death in Canada, with approximately two in five Canadians receiving a diagnosis in their lifetime. September marks awareness months for various types of cancer, including prostate, blood, childhood, ovarian, thyroid and uterine cancers, along with leukemia and lymphoma, dedicating this month to raising awareness about this formidable condition. During this time, organizations unite to shine a light on the importance of early detection, treatment, and ongoing support for those affected by cancer. From advocating for healthy lifestyles to promoting screenings and research advancements, September aims to foster hope, solidarity, and progress in the fight against cancer across Canada.

Prevention & Early Detection: Healthy habits and regular screenings reduce cancer risk and find it early.
Treatment: Surgery, chemo, radiation, and newer therapies fight cancer.
Support: Counselling, groups, and palliative care help patients and families cope.
Research: Funding drives new treatments and prevention methods.
Advocacy: Community push for policies supporting cancer care and research.

- The month of September commemorates:
- Childhood Cancer Awareness
 - Ovarian Cancer Awareness
 - Prostate Cancer Awareness
 - Blood Cancer Awareness
 - Leukemia and Lymphoma Awareness
 - Thyroid Cancer Awareness
 - Uterine Cancer Awareness

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **6,063,000**
 Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
July 1	September 3	September 9	July 1