



## It's In Your JEANS

CHECK ME OUT. COUNT ME IN.



*One in seven Canadian men will be diagnosed with prostate cancer in their lifetime, most survive if diagnosed and treated early.*

On June 8, the Windsor & Essex County Cancer Centre Foundation launched **It's In Your Jeans**, a \$4 million capital campaign to fund a Regional Comprehensive Men's Health Program (RCMHP) to fight prostate cancer.

In partnership with Windsor Regional Hospital, the Erie St. Clair Regional Cancer Program, and the Windsor Essex Prostate Cancer Support Group, our goal is to provide our men with the best possible care close to home. This campaign will fund three capital requirements, including:

1. Streamlined multidisciplinary care at a **Men's Health Centre of Excellence in Prostate Care**, conveniently located at Windsor Regional Hospital, cutting the wait time from cancer suspicion to treatment in half from 30 weeks to 16.
2. State-of-the-art **laboratory equipment** that will slash the biopsy turn-around time from 2-3 weeks to 2-3 days on average. This equipment will also help diagnose all types of cancer for men and women.
3. The most advanced prostate surgical platform, the gold standard in minimally invasive surgical equipment in the treatment of prostate cancer the **da Vinci Surgical Assisting Robot**. We do have trained surgeons but no machine and this revolutionary technology has potential future use for other cancers for women and men.

The benefits flowing from this campaign will be far reaching and potentially life saving as male health issues like prostate and bladder cancer and other urinary tract disorders need priority attention. Currently there is no simple medical pathway from family doctor to specialists to treatment. This lack of coordination contributes to unacceptable wait times of 30 weeks from cancer suspicion to treatment on average, contributing to more than 50% of surgical prostate cancer patients seeking surgery outside of our region. Together that adds stress and expense for patients and families. We want our men to receive the best possible care, close to home.

The Ontario Government has pledged to fund the estimated annual operating costs of \$2.5 million. Our Foundation has committed to raising the capital equipment costs for:

**Men's Health Centre: \$50,000**  
**Advanced Laboratory Equipment: \$750,000**  
**da Vinci® Surgical Assisting Robot: \$3.2 million**

*Do you want to become involved in this exciting community campaign?* Why not hold your own event to raise funds and awareness? Visit our website [www.InYourJeans.ca](http://www.InYourJeans.ca) for great event ideas. Maybe you'd like to share your story of how prostate cancer has affected your life and that of your loved ones? You can even donate a pair of jeans to be used in our campaign barometer! Or, you can make a gift that will help the men, and women, of our community. It's easy – go online to [InYourJeans.ca](http://InYourJeans.ca), call or visit the Foundation office and make your donation. **Get checked out and be counted in!**

**Amount Raised to Date:**  
**\$1,250,000**



# The Donor Difference

Windsor & Essex County  
Cancer Centre Foundation



Our Foundation is privileged to partner with wonderful people in our community for fund raising events. We gratefully acknowledge our event partners:

The **8<sup>th</sup> Annual Motorcycle Ride for Dad** saw 800 riders tour the city and county in a poker run ride, raising over \$74,000 for the Prostate Cancer Fight Foundation, who donated \$104,000 for the da Vinci<sup>®</sup> robot. A special thanks to Sue Garrett-Bural and her committee.



The **3<sup>rd</sup> Annual Miss Lizzy's Tea Party** took place at the Roma Club in Leamington. 185 guests enjoyed an afternoon of traditional teas, sweets and sandwiches, complete with elegant hats. This year the event raised

\$14,500 for the Patient Assistance Fund. Special thanks to event chair Liz DelCiancio and her dedicated group of volunteers, as well as the individuals and businesses that donated prizes.

The **Windsor Club's annual charity golf tournament** was held at Roseland Golf Club with proceeds supporting the **Windsor Essex Prostate Cancer Support Group**, who in turn donated \$11,000 to the It's In Your Jeans campaign. Thanks to the hard working committee, the Windsor Club and the Prostate Support Group!



The **23<sup>rd</sup> Annual McGregor Music Festival** once again took place at Co-An Park in McGregor. Over \$14,000 was raised for the Patient Assistance Fund and the da Vinci<sup>®</sup> robot. Thanks to the dedicated and hard working committee, chaired by Sue LeClair, and the bands that donated their time!



Every Saturday **Jake's Joint** holds a **meat draw**. At their semi-annual cheque presentation, organizers Ed Hedge and Mary Renaud presented \$8,100. Started in 2006, this fun-filled event has raised over \$70,000. Our thanks to everyone who comes out to support this event each week – there's

never an empty seat! See you May 26, 2013.

The **2<sup>nd</sup> Annual Longest Day of Golf** took place at Sutton Creek Golf Club. Pro-Shop staff members played 144 holes of golf and raised \$4,000 for the Men's Health campaign.



**Hair For Those Who Care** was held at Beautiful Images and raised \$1,000 through hair cuts and styles for the Patient Assistance Fund. Thanks to Anna Grandi-Pase and her talented stylists!

The **7<sup>th</sup> Annual Randy Atkinson Memorial Golf Tournament** held at Tilbury Golf Club was a great success again this year. Organizers presented \$1,000 to support the Patient Assistance Fund.

The **7<sup>th</sup> Annual Running From Cancer** road race saw over 500 runners take part, raising funds for our Foundation and Windsor Regional Hospital Foundation. Thanks to Maria and Saide Eid for their continuous hard work on this fun family event and to all of their generous sponsors and volunteers!

The **Frank Taylor Memorial Golf Tournament** took place at Dominion Golf Club, with 117 golfers raising \$8,500 for the Patient Assistance Fund. Sarah White and Heather Rinke organized the event - way to go ladies!



The **Pajama Angels** organized the all-day, outdoor **Yoga4Hope** event at the Vollmer Complex in LaSalle. Hosted by CTV News anchor Christie Bezaire, participants took part in yoga, healthy eating and meditation, and raised an amazing \$10,000 for Seeds4Hope. Thanks to sisters Darlene and Judy for their hard work.

**Music for Life Fundraising Concerts** hosted the first annual event in Windsor, held at the Dugout Sports Lounge. Raising money for the Patient Assistance Fund, the event featured local talent and was emceed by Stacy Prieur of the Rock 100.7 and 95.1 CKUE-FM. Thank you Dawn Hawka.

Nine year old **Oryan Fulmer** dyed his hair teal to raise money and awareness for ovarian cancer, and in support of

his grandmother, Deanna Rose, who has been treated for the disease. In June Oryan started going door-to-door as well as asking his teachers at Wheatley Area Public School for their support. His teal hairdo and specially designed t-shirt "Ask Me About My Hair!" raised over \$1,200 – thank you Oryan!

Ten year old **Julia Pastorius** donated \$420 from a penny drive she organized and held at her school. The funds were raised in honour of Julia's grandmother, Ruby Triolet, who is currently being treated at the Centre. Thanks so much to Julia, her fellow students and the staff of Glenwood Public School for saving and donating your pennies!

Thank you to this fabulous trio of 10 year old bakers, **Kate Buchanan, McKenzie Koraka and Mady Baggio** of Amherstburg, who raised \$100 for the Patient Assistance Fund at their bake sale held on August 21. Thank you girls!

## COMING EVENTS September

- 13<sup>th</sup> - The 15<sup>th</sup> Annual Joe Hogan Memorial Golf Tournament
- 15<sup>th</sup> - Jean Collection Day at Windsor Crossing
- 19<sup>th</sup> & 20<sup>th</sup> - Fall Wedding Extravaganza at the Caboto Club
- 21<sup>st</sup> - Pints for Prostate at Walkerville Brewery
- 22<sup>nd</sup> - Durocher Charity Classic at Tilbury Golf Course
- 28<sup>th</sup> & 29<sup>th</sup> - Art Sale at Southland Insurance

## November

- 3<sup>rd</sup> - Circle of Seven It's In Your Jeans Event
- 18<sup>th</sup> - 4<sup>th</sup> Annual Jog4Joe

*Would you like to attend an event?  
Do you want to organize an event?  
Call, email or visit the Foundation office!*

## Cancer Facts & News

### Part 10: The Dimensions of Cancer

*By: Dr. Michael Dufresne, Seeds4Hope Administrator*

**Carcinogenesis or how cancer cells form, grow, form tumours, invade other tissues and spread to other parts of the body:** In my last article (*May Newsletter*) I attempted to summarize what I had covered in the previous Dimensions of Cancer articles dealing with the biology of cancer. I want to continue the series but given that it has been several months since the last newsletter/article, I feel it is important to remind you of the context of this series. Why I feel understanding the biology of cancer is important. As I stated at the onset of the series, the overriding objective of the series is to help the reader better understand the facts about the biology of cancer; to better enable the reader to distinguish fact from fiction, and to answer questions regarding an ancient, once rare disease that, despite social and economic improvements and impressive advances in science and medicine during the last 100 years, has become a leading cause of death in North America. Research has told us that, ironically, much of the increase in cancer incidence and mortality reflects the benefits reaped from the very advances that have improved our lives during the past 100 years. For example, our average life span has lengthened from approximately 50 years at the beginning of the 20th century to 82 years at the beginning of the 21st century. More and more of us are living longer and better lives. However, research tells us that both cancer incidence and mortality increase with increasing age with the greatest increases observed after the age of 50. What research has revealed about the biology of cancer –the stages leading from the formation of a cancer cell from a normal cell, to the formation of a cancer tumour whose cells invade other tissues and spread to other parts of the body- allows us to better understand the link between cancer and age. Simply put, cancer formation or development (i.e., carcinogenesis) is a multi-stage process that can take decades to occur. As mentioned in my May article, for most cancers, for example breast cancer, at least five stages at the simplest descriptive level can be identified:

**Stage 1: Cancer Cell Transformation.** The first stage of carcinogenesis is the transformation of a normal dividing cell to a cancer cell. Transformation occurs as a result of an accumulation of mutations in areas of the cell's genetic material (i.e., DNA) that control cell growth and division. This can take decades to occur.

**Stage 2: Primary Tumour Formation.** In the second stage of carcinogenesis the original cancer cell must survive the body's natural immune response, and grow and divide to produce progeny cancer cells that in turn grow and divide, and so forth, until a mass consisting of billions of cancer cells is formed. As long as the majority of cells in the tumour continue to divide, the tumour increases in size. However, at some point the cells in the inner portion of the tumour may become cut off from blood vessels carrying nutrients to the cells, and waste material away -both necessary for cell survival. When this happens, the cells closer to the interior will die. As tumour cell death increases, the rate of tumour growth will slow, and in some cases, eventually stop. Such contained tumours (i.e., *steady state/dormant tumours*) can exist in the body for many years - sometimes a lifetime- without causing detectable harm.

**Stage 3: Tumour Angiogenesis.** Although tumours can remain dormant for many years, research has demonstrated that over time, some of the

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## Cancer Facts & News: continued

dividing cells within a cancer tumour acquire more mutations in their genetic material that result in the unscheduled production of activating factors that when secreted can ultimately lead to the creation of new blood vessels that penetrate the entire tumour. This process, which leads to the resumption of tumour growth, represents the third stage of carcinogenesis, *tumour angiogenesis*.

**Stage 4: Invasion.** In the fourth stage of carcinogenesis additional mutations occur in some of the cancer cells in the primary tumour that result in characteristics that allow these cancer cells to break away from the primary tumour (i.e., *detachment*) and invade surrounding tissues. These characteristics include increased mobility (i.e., *motility*), decreased attachment to neighbouring cells (i.e., *cell-cell adhesion*), and increased production/activity of degrading enzymes that break down the scaffolding (i.e., *extracellular matrix*) that holds cells together. [NOTE: This is in sharp contrast to normal cells of a given type such as liver cells or kidney cells which usually adhere to each other tightly to form well-defined tissues.]

**Stage 5: Metastasis.** According to **Franks & Teich** (*Cellular and Molecular Biology of Cancer*) and **Prescott & Flexer** (*Cancer the Misguided Cell*) the same characteristics that promote invasion allow invasive cancer cells “to penetrate the walls of blood vessels (e.g., capillary beds in the vascularised primary tumour) or neighbouring lymphatic vessels and to be carried by circulation to distant sites. There they may become lodged in narrow vessels or capillaries, invade other normal tissues, or invade one of the body’s major cavities (e.g., abdominal or chest cavities).” The spread of cancer cells through the blood and lymph circulatory systems represents the fifth and final descriptive stage of carcinogenesis, *metastasis*. As these secondary cancers (i.e., *metastases*) grow, the cycle described for the primary tumour is repeated: secondary cancers are “penetrated by new blood vessels that then carry nutrients and oxygen to, and waste (*products*) from the secondary (*metastatic*) cancer,” and so on and so forth.

As a general rule, cancers that are diagnosed at the primary tumour stage (i.e., contained or *in situ*) are regarded as being the most amenable to curative treatment and as having the best prognosis for survival. In contrast, metastatic cancers are generally regarded as being the least amenable to curative treatment and as having the poorest prognosis for survival. Within this context the importance of diagnosing and treating cancer as early as our technology allows is obvious. The need to develop improved diagnostic tools and treatment options through research is no less obvious.

This completes my general overview of the biology of cancers of the solid tumour type. In summary, the development of a metastatic cancer from a single dividing cell is a multi-stage process that reflects the accumulation of mutations over a very long period of time. Each stage can take considerable time; all stages can take decades. This explains, at least in part, why cancer incidence increases with age and is most prevalent in the 50+ age group. Cancers that begin when we are young may not reach a stage that permits diagnosis until we are much older. There is an important lesson to be learned here: **cancer prevention isn’t age related. It should be a lifetime strategy.** Understanding the process of carcinogenesis also gives researchers clues into what causes cancer (e.g., what causes the cancer causing mutations), how cancer can be prevented, and how cancers can be more effectively detected and treated. In the next newsletter I’ll discuss some of the results of this exciting research. In the meantime, welcome back!

## Welcome the Newest Member of Our Foundation Family!



Please join our Foundation in welcoming **Linda Andrejicka** to our team! Linda was appointed to the newly created position of **Executive Director** in May. She brings over ten years of non-profit experience, leadership and passion to our Foundation. Please stop by the Foundation office to say hello!

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