



Attn: News Editors

MEDIA ADVISORY

Start your engines! The TELUS Ride For Dad campaign to fight prostate cancer is taking to the road in 29 cities across Canada.

Ottawa, ON: (May 2nd, 2016)—, Ride For Dad (RFD) motorcyclists will rev their engines in support of the TELUS Ride For Dad fight against prostate cancer – the most commonly diagnosed men’s cancer in Canada. Riders and supporters from the 29 communities across Canada will come together to take part in a police escorted parade. The dates for the ride vary for each city but begin on May 28th, 2016 thru to the end of June, 2016.

The TELUS Motorcycle Ride For Dad is asking the community to get involved, be committed, and lend their support. You don’t need to be a motorcycle rider to help fight against prostate cancer – non-riders can make a donation, raise their own pledges as a champion, or just come out to the event to cheer on the riders!

Money raised from the Ride supports prostate cancer awareness and research, including the SABR Prostate Trial, a co-sponsorship between the Ride For Dad and the Prostate Cure Foundation. SABR (which stands for Stereotactic Ablative Body Radiotherapy) is a promising new radiotherapy treatment for men with favourable-risk prostate cancer. It uses a high precision, image-guided technique to deliver higher doses per day. Among its many benefits, SABR spares healthy tissue surrounding the tumour and requires only five treatment sessions vs. the standard 39-session radiotherapy protocol.

SABR, is now in the third phase of its clinical trial in Canada and part of an international study. Early phase results indicate that SABR has the potential to become the new standard of care for patients with low to moderate-risk prostate cancer. Fourteen cancer centres across Canada are participating in the SABR clinical trial including: Tom Baker Cancer Centre in Calgary; Juravinski Cancer Centre in Hamilton; London Regional Cancer Program at the London Health Sciences Centre; CISSS de la Monteregie-Centre, Jewish General Hospital and Hopital Maisonneuve-Rosemont in Montreal; Lakeridge Health in Durham; Ottawa Regional Cancer Centre; Northeast Cancer Centre in Sudbury; the Odette Cancer Centre at the Sunnybrook Health Sciences Centre and Princess Margaret Hospital in Toronto; the Walker Family Cancer Centre in St. Catharines; Windsor Regional Cancer Program and Cancer Care Manitoba in Winnipeg.

“We see this treatment protocol as potentially being the way of the future for treating early stage prostate cancer,” says Dr. William Chu, a radiation oncologist and Principal Investigator heading up the SABR Prostate Trial at the Odette Cancer Centre in Toronto. “With the incidence of prostate cancer rising each year, SABR will allow us to treat more men more effectively. Men who are interested in taking part in the trial should speak with their oncologist.”

“Prostate cancer is the most commonly diagnosed men’s cancer. One in seven Canadian men will be diagnosed with this disease and twelve men will die from it today,” says Ride For Dad’s National President, Garry Janz. “We urge everyone in our community to get involved in the fight against prostate cancer. By participating in the TELUS Ride For Dad, you’ll be driving us closer to a cure.”

The TELUS Ride For Dad is Canada’s largest annual power-sports events dedicated to fighting prostate cancer through research and public awareness. From its humble beginnings, the TELUS Ride For Dad has grown to include



events in more than 44 communities in every province in the country. Today, more than 250,000 men, women and children have been involved, raising more than \$18 million to fight prostate cancer.

Riders, supporters, prostate cancer patients and their families, and non-riders can register and donate by visiting www.RideForDad.ca

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