

It's A Curse
WOLF PARADE

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60. Breast Cancer Funding

Over the past two years, the Canadian Cancer Society has raised more than \$320 million in its efforts to fight cancer. Of that total, the society directed more than \$96 million towards cancer research; \$5 million of that towards breast cancer research.

And while it's true you can hardly open a women's magazine or a newspaper without reading something about the disease or some new item you can buy in support of the efforts to fight it, it's still a challenge to keep the money coming in.

Some people see breast cancer as a "philanthropy darling" for the amount of public support and media attention it receives. Our challenge is keeping a high profile cause fresh. When there's a lot of awareness about a disease, people can become a bit immune to your message.

We meet lots of young women who think they know about breast cancer, but in our experience, myths and misconceptions still have a pretty firm hold. Putting on a pink ribbon doesn't necessarily mean you have the facts. It's time to re-energize the breast cancer awareness movement and find new ways to educate people.

As well, people see a lot of high profile events out there raising money for breast cancer research and feel enough is already being raised or wonder why there isn't a cure yet. Great research discoveries come from long-term research – a painstaking, complex process that needs time and lots of funds. And progress won't continue without the proper training of bright, new scientists.

Mary-Jo DeCoteau

Executive Director, Rethink Breast Cancer

Source: Canadian Cancer Society; Photo: Adam Krawesky

