

MEDIA RELEASE
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FOR IMMEDIATE RELEASE

Local couple makes \$100,000 Valentine's gift to BC Cancer Foundation

Donation promises to advance cancer research on Vancouver Island

Victoria, B.C. – Danny and Sandy Jadresko have spent many memorable Valentine's Days together over their 26 years of marriage, and this year they are celebrating with an extra special gift—rather than to each other—to the BC Cancer Foundation. The Jadresko's, owner-operators of Woodmere Holdings Corp., chose to make a \$100,000 donation to establish *The Danny and Sandy Jadresko Cancer Research Fund* with the BC Cancer Foundation.

The couple wants to support leading-edge cancer research at the BC Cancer Agency's Vancouver Island Centre, and honour Danny's mother—an 11-year survivor of non-Hodgkin's Lymphoma. "We were impressed and inspired by the level of dedication the researchers and the caregivers have," notes Sandy, "And, we know it is only through research that discoveries can be made to help those facing a diagnosis of cancer."

The late Alex A. Campbell Sr., philanthropist and dedicated supporter of the BC Cancer Foundation, was also a "dear friend and mentor", says Danny. "He inspired our interest in the leading-edge cancer research happening here on Vancouver Island and showed me what could be done by supporting research, so we'd like to follow a bit in his footsteps," explains Danny.

BC Cancer Foundation President & CEO, Douglas Nelson says, "From the bottom of our hearts on this Valentine's Day, we thank the Jadresko's for their generosity and philanthropic leadership on Vancouver Island. Their donation will have a direct impact to improving cancer care for patients in their community."

Chief Physician at the BC Cancer Agency Vancouver Island Centre, Dr. Peter Watson says, "This generous donation from the Jadreskos is very much appreciated. Philanthropic support like theirs is what often seeds some of the most promising research projects here on Vancouver Island. It's truly inspiring to see people supporting research that's happening in their own backyard."

The Jadresko's hope others will consider making a donation to BC Cancer Foundation on this Valentine's Day. "This gift has special meaning for us," says Danny, "And it feels good to

give. Our hope is that others will be inspired and want to make an investment in their community, with the hope we can improve cancer care for future generations."

To learn more about the BC Cancer Foundation visit www.bccancerfoundation.com or call 250-519-5550.

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The BC Cancer Foundation is the bridge that connects philanthropic support and research breakthroughs in cancer knowledge. As the fundraising partner of the BC Cancer Agency and the largest charitable funder of cancer research in this province, we enable donors to make contributions to leading-edge research that has a direct impact on improvements to cancer care for patients in British Columbia. We fund with the goal of finding solutions. Visit www.bccancerfoundation.com to make a donation or to learn how you can make a difference in the lives of those affected by cancer.

The BC Cancer Agency, an agency of the Provincial Health Services Authority, is committed to reducing the incidence of cancer, reducing the mortality from cancer, and improving the quality of life of those living with cancer. It provides a comprehensive cancer control program for the people of British Columbia by working with community partners to deliver a range of oncology services, including prevention, early detection, diagnosis and treatment, research, education, supportive care, rehabilitation and palliative care. For more information, visit www.bccancer.ca.

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