

HELPING HAND



The Robert & Maggie Bras and Family New Drug Development Program

there is
hope

2010



This newsletter is dedicated to the

heroes



THE ROBERT & MAGGIE
BRAS
AND FAMILY
NEW DRUG DEVELOPMENT
PROGRAM

To the doctors and researchers who fight cancer every day. To the donors who make new research possible. To the patients who fight this devastating disease and to the breakthroughs still to be made. Most importantly, to celebrate every life that has been saved and every life that will be saved.

Here's to our heroes.



The Princess Margaret
Hospital Foundation
University Health Network



A Message of Hope

I welcome you to our sixth edition of the Helping Hand newsletter of 2009/10. It has been my pleasure, as the President of The Robert & Maggie Bras and Family New Drug Development Program Committee at Princess Margaret Hospital to bring you this newsletter, as a way to keep our donors and those seeking information on new drug development, up to date.

This newsletter is about HOPE. I believe that HOPE is the great life force that can Conquer Cancer in our Lifetime.

I would now like to tell you my story. It's about sharing my journey, and in doing so, passing on to you the importance of bringing new oncology drugs and the testing of these drugs, to the patient. The story is also yours. It's about you and the HOPE that the work being done at Princess Margaret Hospital, by researchers, scientists, clinicians, pharmacologists, oncologists and technicians, brings newer, better, less invasive drugs and treatments to treat cancer.

My husband Robert, was a gutsy, smart, strong, impatient, stubborn, challenging, fun loving, hard working family man. He was an entrepreneur, with a big and generous heart, and would always go out of his way to help those in need. He was diagnosed with prostate cancer in 1999. Three months after his surgery at Toronto General Hospital, while preparing for radiation at Princess Margaret Hospital, he was diagnosed with incurable gallbladder cancer.

While Robert's prognosis was grim, he never gave up HOPE – HOPE of receiving a new drug that would give him a few more years to live. Robert expected and demanded excellence from those that he knew could deliver. He did his research on cancer institutions that were delivering the most up to date drugs and surgery. We traveled throughout North America, and we ended up back here, in Toronto, at one of the most up to date

cancer institutions in North America – Princess Margaret Hospital – an institution of excellence.

Time was not on Robert's side, and with his body weakened from chemo, he received the targeted drug Gleevec. At the time, Gleevec was the new super drug. Gleevec had passed through phase III clinical trials and was now approved for patient use. Robert responded well. The signs looked promising. His remission was short lived, but it was a remission. This gave Robert HOPE – a window of hope that newer targeted oncology drugs would be available for clinical trials. He was willing and anxious to take part – without these trials, Robert knew he was destined to succumb to his disease very soon.

As Robert was deep into fighting his weary battle with tremendous strength, we asked Princess Margaret Hospital. "What can we do to help to bring this insidious disease we call cancer to its knees?" Their answer – "invest in new drug development".

In January 2001, at Princess Margaret Hospital, The Robert & Maggie Bras and Family New Drug Development Program was born. Dr. Malcolm Moore, head of the Division of Medical Oncology and Hematology at Princess Margaret Hospital, became the Director of our program, with Drs. Amit Oza and Lillian Siu as Co-Directors and Dr. Eric Chen as our Staff Physician. The program was to be comprised of a multi-disciplinary team devoted to researching and developing new agents and therapies to eradicate cancer, primarily through early phase clinical trials. The Robert & Maggie Bras and Family New Drug Development Program would also work in concert with the Ontario Cancer Institute's Drug Discovery program to uncover biomarkers that will enable more targeted and effective drugs. The Bras New Drug Development Program was given 5,000 square feet of space at Princess Margaret Hospital. With funds raised from our annual

Bras New Drug Golf Tournament, and interest gained from our endowment, a Gluckstein Design set of offices were created! What began with a staff of 5, is today a staff of 82! We have outgrown our centre on the 5th floor at Princess Margaret Hospital and have spilled over to the 4th floor, and to 620 University Avenue and Lucliffe Place on Bay Street. In addition, we have grown to include a consortium of 15 cancer sites throughout North America! HOPE resounds loudly with this growth!

This newsletter and our website (www.brasfamily.com), will further educate and inform you, our reader, that our progress into the field of cancer gives us all HOPE.

Robert did not get to realize all of his dreams. He passed away on September 4, 2002 at 55 years of age. But one dream he did get to realize, was The Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital.

Thank you to our donors – our donors who have continued to support new drugs and the phase I, II and III testing of these new drugs. In particular I would like to thank Arlie Katzman, Roche Canada and the Francis family for their generous commitments. Our very successful Tribute Event last October, with all costs covered by our sponsors, and over \$700,000 raised. To the past 5 golf tournaments at The Summit, which raised in total, half a million dollars! To Roche Canada, who have supported our fellowship program for the last 6 years! To our yearly Bras speaker series – with a special thank you to our most recent speaker, Dr. Mahesh Parmar, Medical Research Council, Clinical Trials Unit, Professor at University College in London, England. Our new Committee Member – Mr. Charles Hanna who held a reception for our charity in his sumptuous condo. Thank you to those who quietly donate, and wish no special thanks but to work diligently to Conquer Cancer In Our Lifetime!

We certainly welcome additional donations to drive forward the pace of discovery in the Bras New Drug Development Program. The program's fundraising priorities are outlined in this newsletter. If you are interested in learning more about the program and funding needs, please contact Christina Lebesis, Associate Director, Major Gifts at The Princess Margaret Hospital Foundation at 416.946.2138 or christina.lebesis@pmhf.ca.

I have HOPE, our physicians, scientists have HOPE, and our hope is that in reading this newsletter, visiting our website and visiting Princess Margaret Hospital's website – www.pmf.ca, you come away with hope, that your contribution will make a difference.

Thank you for taking the time to read the Helping Hand Newsletter. Thank you for helping us to continue to achieve our dreams, by donating to The Robert & Maggie Bras and Family Bras New Drug Development Program at PMH, and in doing so, keeping HOPE alive.

Yes, We Can Conquer Cancer In Our Lifetime!

Sincerely,



Maggie Bras
President, Advisory Committee
www.brasfamily.com
maggiebras@gmail.com



A Word from Paul Alofs

The world of social enterprise – raising money for a worthy cause – is a complex task. In one of the toughest economies yet, I am delighted to report that The Princess Margaret Hospital Foundation continues to work towards the goal of Conquering Cancer In Our Lifetime. And, even though there are many logical reasons to be uncertain about the current economy, because of your support, Princess Margaret Hospital remains totally and unabashedly “hopeful.”

We are hopeful of continued excellence in research, clinical care and education at Princess Margaret Hospital, and are hopeful of our relationships and the support from our community of supporters. We are grateful to our volunteers, donors, staff and most importantly, the patients we serve for helping “inspire this hope.”

Thank you Maggie, the Bras family and friends, for your outstanding support this year to The Robert & Maggie Bras and Family New Drug Development Program. The Program continues to thrive and be a world leader in translational cancer research thanks to successful fundraising events like the Spotlight Tribute and Opera for Oprea. Specifically to you Maggie, your tireless efforts and positive attitude in raising such critical funds for cancer research are truly magnificent. Thank you for the incredible impact you continue to have on all of us at Princess Margaret Hospital.

Your efforts are for a great cause. There is a quote from Bernard Baruch that encapsulates the drive and hope that the researchers in The Robert & Maggie Bras and Family New Drug Development Program, have: “There are no such things as incurable; there are only things for which man has not found a cure.”

On behalf of the busy researchers at Princess Margaret Hospital and the patients here in Toronto and around the world – who are the ultimate beneficiaries of your generosity – we are positively hopeful that we will Conquer Cancer In Our Lifetime. Thank you for your continued support and for the hope that you have in Princess Margaret Hospital.

A handwritten signature in black ink that reads "Paul Alofs". The signature is written in a cursive, flowing style.

Paul Alofs
President and CEO
The Princess Margaret Hospital Foundation



Greetings from the Mayor of Mississauga

As Honorary Chair of The Maggie & Robert Bras and Family New Drug Development Program, I am proud to be associated with such a reputable organization and one whose fundamental principles, which place such a great priority on health and well being, reflect my own.

For those suffering from Cancer, the 'I' in illness often refers to the isolation patients feel when first diagnosed. What The Robert & Maggie Bras and Family New Drug Development Program does best, is focus on the wellness of those afflicted with cancer and provide them with a supportive community of health care specialists, researchers and staff, so that they don't have to experience the difficult journey alone. Cancer is a word not a sentence and the program, through its breakthroughs in research and drug development, helps patients to live longer, healthier, more productive lives.

All of us have had our lives touched in one way or another by Cancer and by supporting organizations like the Robert & Maggie Bras and Family New Drug Development Program, we can hopefully find a cure for this dreaded disease in the not too distant future.

Sincerely,

A handwritten signature in black ink, which appears to read "Hazel McCallion". The signature is fluid and cursive.

Hazel McCallion, C.M.
Mayor



A Message from Dr. Robert Bell

University Health Network has embarked on a new strategic planning process and I am delighted that the Bras Centre for New Drug Development will play a crucial role in the success of our next five year strategy update. As we analyze the trends that will determine the direction of research hospitals in the next five years, it is obvious that understanding the molecular origins of disease will lead to new strategies in diagnosis and treatment. The use of new molecular information in understanding cancer therapies requires that we have discovery scientists exploring the biological origins of cancer, specimen banks that provide material for discovery, pharmaceutical scientists working on new drugs specific for these molecular alterations and clinical trial experts who can make use of new pharmaceutical discoveries.

UHN is fortunate in that we have developed all of these resources within the PMH Cancer Program. Dr. Ben Neel, the Director of the Campbell Family Cancer Institute leads a brilliant group of discovery scientists who are working on a priceless "Biobank" of preserved cancer tissues to discover the molecular origins that underlay the hundreds (and possibly thousands) of separate diseases that we recognize as "cancer". We also have developed a team of chemists capable of taking these discoveries and creating new treatments. Finally, we are very fortunate to have the Bras Program which puts PMH at the forefront of testing new cancer therapies.

Clinical trials in cancer are increasingly recognized as a crucial resource for patients in a Cancer Centre. Clinical trials bring the hope of new therapies for patients who have exhausted standard treatments. We are very proud that led by the example of the Bras Program, PMH has more patients on clinical trials than any cancer centre in Canada.

The Bras Program not only provides an opportunity for "made at PMH" pharmaceuticals to be tested for our patients – it also provides a wide range of new drugs to be brought into the clinic from pharmaceutical manufacturers around the world. The reputation of the Bras Program is extremely strong internationally and the Bras investigators are amongst the world leaders in New Drug Development. This means that companies wanting to test new therapies, will often make their first call to PMH – which is essential in ensuring that PMH patients get early exposure to new treatment options.

UHN's renewed strategic plan will emphasize those elements of our organization which demonstrate global leadership. The Robert & Maggie Bras and Family New Drug Development Program has contributed to our vision of "Achieving Global Impact" from its earliest days. It is very exciting to see the contributions that Drs. Oza, Siu, Moore and Chen are making for our patients and we have tremendous appreciation for the ongoing support that the Bras Family and their friends provide for a key focus in PMH and UHN strategy.

A handwritten signature in black ink that reads "Robert S. Bell". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert S. Bell, MD, MSc, FACS, FRCS(C),
President and Chief Executive Officer



A Message from Keith Ambachtsheer

The Foundation has just released its 2009 Report to Donors, documenting yet another record year of accomplishments in its support of the quest to CONQUER CANCER IN OUR LIFETIME. The list of fundraising highlights includes the annual Spotlight Tribute, which celebrated “the world-leading efforts of The Robert & Maggie Bras and Family New Drug Development Program”. The Tribute secured over \$700,000 in new donations and commitments for the Program.

The Program continues to be a global magnet for research talent, and for clinical trials funding from both the public- and private sectors inside and outside Canada. Thus it offers an excellent example of why Princess Margaret Hospital is ranked as one of the top-five cancer research centers in the world. On behalf of the Foundation’s Board of Directors, I would like to thank and congratulate Maggie and the rest of the Bras Family for their continued dedication to, and support for this exemplary Program.

A handwritten signature in black ink, appearing to read 'K. Ambachtsheer', with a stylized flourish at the end.

Keith Ambachtsheer
Chair, Board of Directors
Princess Margaret Hospital Foundation



Director's Report from Dr. Malcolm J. Moore

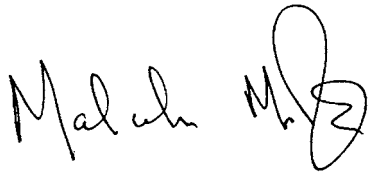
Welcome to our 2009/2010 edition of 'Helping Hand'. In the preceding pages you have heard in the words of some of our leaders what this program means to Princess Margaret Hospital, its patients and supporters. It has been a busy, challenging, exciting, and stimulating year. What I would like to do in my report is to identify some of the key achievements of the program over the last year, and to express the gratitude we all feel to Maggie and our other many supporters. Then I would like to set out how we have invested funding we receive from our supporters and from events like the highly successful Tribute Night that is featured later in this Newsletter, and recognize how this support allows us to accomplish greater things than would otherwise be possible.

Our mission statement at PMH is to be one of the top 5 cancer centers worldwide and in the Bras Family Drug Development Program we are driven by the same high ideals and international scope. In the past year we have had a number of accomplishments that acknowledge the high reputation that the program and PMH have internationally. Under the leadership of Dr. Lillian Siu our phase I program was the only non-U.S. site selected to receive a prestigious U.S. National Cancer Institute Phase I Grant in a recent highly competitive grants process. Lillian was also one of only 3 individuals selected by Cancer Care Ontario to receive their highest award: a Research Chair in Experimental Therapeutics that will provide additional support for her work over the next 5 years. We continue to be the only non-U.S. site to hold a U.S. National Cancer Institute Phase II contract that is directed under the leadership of Dr. Amit Oza. Amit was also recently selected by PMH to head its overall clinical research program; a recognition of his local, national and international expertise in the area of clinical trials. We are also delighted to report that we were the only Canadian site selected to be part of 'Onconet', a consortium of the 19 leading cancer-centers world wide that will collaboratively develop a wide range of new and exciting cancer compounds. We would like to particularly thank Ben Neel for his assistance in bringing this attracting new program to PMH. A further recognition of how PMH and this program are viewed internationally is that we were asked to not only participate but also chair and help lead this new endeavor.

There has been much in the news about the economic crisis and this has created challenges in both patient care and research. It is in times like these that we are particularly grateful that we have generous and committed donors who are prepared to support our program. When using these resources our guiding principles are two-fold: first to invest

in people and programs that will keep our program at the leading international edge, and secondly to leverage these contributions by allocating funds to areas that will put us in the strongest position to compete for large international grants and contracts. Our recent successes in being selected for a Phase I contract and to be a leading centre in Onconet are direct results of these investments. For example, we have used previous donations to enhance the equipment and staff in our pharmacology laboratory directed by Dr. Eric Chen such that it is now the reference laboratory for all of Canada. This was critical to the successful Phase I contract application. Recently we used donated funds to purchase and run a new technology that can identify many of the common genetic mutations that are found in cancers. This will allow us to select treatments for patients based upon the genetics of their tumors and heralds the dawn of a new age in cancer therapy where treatment is truly individualized. It is an exciting time, there are great opportunities and the generosity of our supporters allows us to be at the forefront of this transformation of cancer therapy.

In conclusion I would first of all like to thank all of the staff in the program, some of who are featured in this Newsletter, who work tirelessly to support and realize our mission to find better cancer treatments. Finally, I would like to thank Maggie and the Bras family and all of the other supporters of the program for their continued engagement and contributions. It inspires all of us as we work towards our ultimate goal of conquering cancer.

A handwritten signature in black ink, consisting of the name 'Malcolm' followed by a stylized monogram 'MM'.

Malcolm Moore, PhD, MD, FRCP (C)
Professor, Department of Medicine & Pharmacology University of Toronto
Director, Robert & Maggie Bras and Family
New Drug Development Program, PMH



A Message from Dr. Ben Neel

People often ask me what types of research goes on at Princess Margaret Hospital. It's not an easy question, because the 70 laboratories and over 1,000 employees cover a lot of territory. Basically, though, what we do can be divided into three main categories: Discovery, Translational, and Clinical research.

Discovery research asks very basic questions about the differences between normal and cancer cells such as: How do normal cells receive and decode signals from their environment? What kinds of mutations occur in cancer cells? How do these mutations disrupt the information flow of normal cells? What is different about "cancer stem cells" and the other cells in tumors? Discovery research is carried out in "wet" laboratories and uses a variety of experimental approaches, including cell cultures and animal models.

Translational research uses the knowledge gained from Discovery research to better identify and kill cancer cells. Translational researchers ask questions like: How can we classify different types and sub-types of cancer better? What is the Achilles heel of each tumor sub-type? Can we make small molecule drugs that selectively kill cancer cells, including cancer stem cells, while sparing normal tissue? Can we use sophisticated imaging techniques to improve our ability to detect tumors earlier? Can imaging techniques be combined with radiotherapy or "molecularly targeted" therapies for better treatment of cancer. Translational research is carried out in "wet laboratories" but usually uses patient-derived tissues from our Biobank, our world class STTARR imaging facility, and heavy doses of computational power.

Finally, Clinical research takes the information gained from Discovery and Translational research into real patients. First, the safety of a new drug must be determined in a Phase I clinical trial. Then, drug efficacy must be assessed, first in Phase II trials and ultimately, in larger, multi-center Phase III trials. But world class clinical research involves much more than just administering new drugs to patients and monitoring the response: it also entails integrating the new information coming from Discovery and Translational research virtually every day to better select the right patients for the right trials and to use detailed molecular profiling and monitoring to determine whether the drug being tested is having the desired molecular effect.

Here at PMH, we have one of the world's best groups of clinical researchers, who direct the only Phase I and Phase II consortia outside of the U.S. sponsored by the U.S. National Institutes of Health, and who have also led pivotal Phase III trials that have changed—and are continuing to change—the way we treat major forms of cancer. The Robert & Maggie Bras and Family New Drug Development Program plays a vital role in supporting this great team, helping to ensure that patients at Canada's largest Cancer Research Center—one of the top 5 in the world—have access to the latest and most exciting new cancer therapies. And because of our equally strong Basic and Translational Research Programs, some of these may soon include "made at PMH drugs" as well. Supporting the Bras Program places you right at the front line of the battle against cancer, where every day we come closer to our goal of ending this dreaded disease in our lifetime. Thanks for your continued support.

A handwritten signature in black ink that reads "Benjamin G. Neel". The signature is written in a cursive, flowing style.

Dr. Ben Neel
Director, Ontario Cancer Institute



Greetings from The Princess Margaret Hospital Foundation

These are very exciting times in cancer research and treatment and, thanks to our generous and committed donors, The Robert & Maggie Bras and Family New Drug Development Program is at the forefront of it all.

With such a high calibre of oncology scientists and clinicians who work at Princess Margaret Hospital, many of the clinical trials launched from this centre are national or international in scope. These include trials of new life-saving drugs for advanced head and neck, pancreatic, ovarian and colon cancers, as well as drugs to help manage the often severe side effects of chemotherapy. These advancements wouldn't be possible if it weren't for your support of The Robert & Maggie and Family New Drug Development Program.

One of the many highlights from this past year includes Thursday, October 16, 2008, when The Bras New Drug Development Program held a Spotlight Tribute Event at the Windsor Arms Hotel. We want to give a special thank you to Mr. Charles Hanna and to Ms. Marilyn Denis, and all of the guests who attended. It was a time when Dr. Malcolm Moore, Director of the Bras Program, and Co-Directors, Drs. Lillian Siu and Amit Oza could personally share with donors, the advancements that are taking place at the centre. In addition to a very delightful evening, a total of \$700,000 was raised for the Program! Thanks to Maggie Bras and friends for your hard work in making the evening such a success!

As one of the top 5 cancer research centres in the world, Princess Margaret Hospital takes it very seriously that it is a leader in the prevention, diagnosis and treatment of cancer. And, thanks to our donors, The Robert & Maggie Bras and Family New Drug Development Program plays a significant role making huge advances in developing new treatments for patients with cancer. Thank you for your commitment. We couldn't do it without you.

A handwritten signature in black ink that reads "Licht". The signature is written in a cursive, flowing style.

Greg Licht
Senior Director, Major Gifts
The Princess Margaret Hospital Foundation

Thank you to our generous Sponsors and Gift-in-Kind Donors who helped make our Spotlight Tribute evening possible...



Mr. Charles G. Hanna



LOWE ROCHE

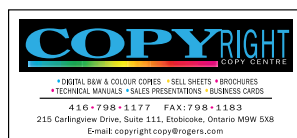
Mr. Naguib Kerba



The Glenn Gould School



DESIGNING TRENDZ INC.



Nikki Fleming

Mr. Ron Duquette

ADVENTURE







Staff Profiles



Dr. Eric Chen, MD, PhD, Staff Physician

Eric Chen studied pharmacy, obtained PhD in pharmacokinetics and drug metabolism from University of Manitoba and worked in the pharmaceutical industry briefly before he returned to school and completed medical training at University of Toronto. He joined Princess Margaret Hospital and The Robert & Maggie Bras and Family New Drug Development Program as a staff physician in September, 2002. Besides treating patients with cancers of the gastrointestinal tract and cancers of head and neck, he actively contributes to the development of new cancer therapies by participating in many clinical trials. In addition, he is engaged in laboratory research, focusing on quantifying drug amounts in the blood and at sites of cancer.

"My patients are my personal heroes. I think that each and everyone of my patients are so brave in facing their diagnosis, going through side effects from treatments and battling pain and discomfort every-day. Although we have made progress in helping our patients to live longer and lessening their suffering, it is crucial that we keep developing more effective and better tolerated drugs."



Chantale Blattler, Clinical Study Coordinator/Assistant Manager

Chantale Blattler graduated from McMaster University in 2004 with a Bachelor of Science Degree (Hons.) in Pharmacology and Biology. The cooperative education portion of her degree allowed Chantale the opportunity to complete work rotations at the University of Calgary in neuroscience, the University of Iowa in pre-term labour biology, and NPS Pharmaceuticals in receptor localization with the Discovery Biology team.

After completing her lab-based research activities, Chantale's desire to explore the clinical aspects of drug discovery led to the start of her career at Allied Research International where she coordinated Phase II-IV trials in allergy therapeutics. Chantale joined The Robert & Maggie Bras and Family New Drug Development Program as a Clinical Study Coordinator in 2006 and has since obtained her SOCRA certification. In 2007 she was promoted to Letter of Intent (LOI) and Amendment Facilitator, responsible for the liaison between the DDP and the Protocol Information Office at CTEP/NCI-US. As LOI facilitator, Chantale is an integral part of the DDP team involved in bringing innovative clinical trials and new cancer therapies to patients at PMH and other Canadian cancer centres. Chantale's strong leadership and organizational skills were recognized in 2008 when she was promoted to Assistant Manager. Chantale continues to manage a full study workload while engaging in staff training and management activities within the department. When dealing with management and study-related issues, her expertise and guidance are sought by peers and investigators alike.

"The diversity and the significance of the work we do in DDP makes this a challenging job, but it gives me a great sense of satisfaction to be a part of such a supportive and dynamic group."



Jennifer Petronis, Clinical Trials Nurse

Jennifer began her nursing career in Corpus Christi Texas after graduating from the diploma program at Durham College in Oshawa. She worked in oncology while in Texas for a year and then came home to Canada and continued in the oncology field. Jennifer started at Princess Margaret Hospital in 1984 and has a vast amount of experience having worked in many different areas of the hospital, both in the inpatient and outpatient settings. Her last six years have focused on clinical trials and works in the gastrointestinal cancer site within The Robert & Maggie Bras and Family New Drug Development Program.

When asked, Jennifer said the best aspect of her job are the people she works with. "Cancer treatment has come a very long way since I started in the field over 26 years ago and I am sure that is why I am still involved with oncology. Trials continue to provide new hopes for the future." Jennifer is also Oncology Nurse Certified.



The Princess Margaret
Hospital Foundation
University Health Network

The Princess Margaret Hospital Foundation would like to thank Roche Canada for establishing the Roche Fellowship in Drug Development. Thanks to Roche's generous support of The Robert & Maggie Bras and Family New Drug Development Program, Princess Margaret Hospital has been able to train some of the best Medical Oncologists from around the world. Some have stayed, and others have returned to their respective countries to share their knowledge and expertise.

Neesha Dhani	Canada
Ignacio Duran	Spain
Christine Elser	Germany
Hui Gan	Australia
Kevin Jasas	Australia
Linda Lee	Canada
Lyly Le	Canada
Christophe Le Tourneau	France
Alberto Ocano	Spain
Miguel Quintela	Spain
Albirini Razak	UK
Daniel Renouf	Canada
Anastasios Stathis	Greece
Srikala Sridhar	Canada
Patricia Tang	Canada
Carol Townsley	Canada
Sara Taylor	Canada
Laura Vidal	Spain
Stephen Welch	Canada
Benoit You	France

Thank you for sharing our vision to conquer cancer – IN OUR LIFETIME.
We are truly grateful.



Roche Fellows



Dr. Benoit You, Clinical Research Fellow

Being a French medical oncologist, I have been a Clinical Research Fellow in the Robert & Maggie Bras & Family New Drug Development Program at Princess Margaret Hospital for 10 months. I specialized in the area of drug development and pharmacokinetics during my residency in France and thought an 18-month fellowship in this world-renowned department would be of great interest to me and would, in turn, benefit my future career.

My expectations have been largely fulfilled. Indeed, I actively participate in all aspects of the early phases of drug development, from trial designing and patient disease management to result report during International Congress and Article Writing. For instance, I recently presented the results of a phase II trial of Erlotinib, a new anti-EGFR targeted agent, with chemotherapy for treatment in nasopharynx cancer patients during the 15th European CanCer Organisation congress held in Berlin. Furthermore, I am currently writing two manuscripts on a phase I trial as well as the latter phase II trial, to be submitted for publication in international medical journals. In addition, I work on different research projects involving pharmacokinetics and drug development. I am currently preparing reviews on anti-EGFR monoclonal antibodies in colon-rectum cancers, on statistical considerations during phase III trials, along with a study on drug interactions in phase I trials.

For these reasons, this fellowship under the supervision of The Bras New Drug Development Program staff will embody a very important and valuable step in my future career when I return to France as a clinical investigator at Lyon University Hospital



Dr. Anastasios Stathis, Clinical Research Fellow

I obtained my medical degree from the University of Pavia, Italy and completed my residency in Oncology at the University of Insubria, Varese, Italy. Subsequently I obtained a Clinical Research Fellowship at the Oncology Institute of Southern Switzerland. On July 2008, I joined The Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital, for a two-year fellowship program as a Clinical Research Fellow. In this program I am involved in all aspects of clinical management of patients that participate in clinical trials. Additionally, I actively participate in various research activities and am involved in the design and implementation of clinical trial protocols, and clinical, translational and/or laboratory research.

Some of my research projects include a phase I trial studying the combination of two epigenetic agents, another phase I trial with a proteasome inhibitor and two phase II trials in pancreatic carcinoma. I recently wrote a phase I trial of chemotherapy in combination with a Notch inhibitor and a phase II trial in ovarian cancer of chemotherapy combined with a new agent that targets cell cycle checkpoints. Both these trials will open in few months. I wrote two reviews on the management of advanced pancreatic carcinoma with focus on new treatments, which have been accepted for publication and I am currently writing a paper on the results of the combination of the two epigenetic agents that we studied in a phase I trial.

The guidance provided by my supervisors at the Bras New Drug Development Program is very important for me, and the experience that I will gain during this two-year fellowship will be a strong element for my future career in the field of clinical research. Back in Europe I will work at the Research Unit and New Drugs Program of the Oncology Institute of Southern Switzerland.



Opera for Oprea

By Meghan Lindsay

The other day, I was asked what my biggest accomplishment has been. As an opera singer, one would assume that my sense of achievement and personal success would be attributed to being on the stage. In many ways, it has been. I am attending one of the best schools in Canada for operatic training; I have spent my summers in exotic locals working with some of the most esteemed professionals in the industry; I have been offered a contract with Opera Studio Nederland for their 2010/11 season. My biggest accomplishment, however, is none of the above. My biggest accomplishment occurred January 17, 2009. On that beautiful snowy night, at The Conservatory Theatre in The Royal Conservatory of Music's brand new Telus Center, Opera for Oprea raised nearly \$14 000 for cancer drug research through The Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital.

The vision behind Opera for Oprea came while backstage during a production with Opera Atelier, as three friends,

Ambur Braid, Wallis Giunta, and myself were sharing stories about inspirational people. It was there that the story of Ambur's colleague Adella Oprea was told: the story of a woman who had been enduring a long-standing battle against cancer for many years; a woman who had been in and out of remission, who had been through countless treatments, and who had continued to fight. The three girls came out during intermission to visit Adella and were struck by her positivity, strength, and her love of opera. Opera for Oprea was organized backstage at The Elgin Theatre that very evening, and our vision soon became a reality.

Organizing the charity gala was no small feat. With only a couple of months until the big evening, I had to move quickly. Luckily, I had a fantastic group of people volunteering their help and expertise from at all levels. Ambur Braid, whose personal connection to Adella Oprea fueled her commitment to the project, jumped in to organize the catering and reception, helped program the repertoire for the evening, and provided gorgeous jewels for the performers from Mindham Fine Jewelers. The Royal Conservatory of Music graciously offered the perfor-

mance space, ensuring that we had all the help we needed come the night of the gala. The artists, Wallis Giunta, Michael Ciufo, Cassandra Warner and pianist Jennifer Tung, volunteered their time and talent to join Ambur and myself in a fantastic program of operatic ensembles and arias. And then, of course, there was Maggie, the President of The Robert & Maggie Bras and Family New Drug Development Program, who went above and beyond to ensure the evening was a success.

And a success it was! Over two hundred-fifty people attended Opera for Oprea. So many, in fact, that we were adding seating fifteen-minutes prior to the show! The evening began with a heart-felt speech by Ms. Bras, and then quickly moved into an exciting show of operatic arias and ensembles, ranging from Bizet's Carmen, to Verdi's La Traviata, to Mozart's The Magic Flute. At the intermission, after a reception of hors d'oeuvres and champagne, the audience was ushered back to their seats for the evening's big bang. As a novice auctioneer, I stood in front of our audience and gave them an offer: to the highest bidder, the performers from Opera for Oprea would perform at an event of their choice! Not

one, but two offers of \$2000 for the ensemble came from the Mr. & Mrs. Harvey Kalles and Mr. and Mrs. Andy Plata, raising an additional \$4000 for cancer drug research. We sang the rest of the evening away, and though the snow billowed outside the glass walls of the theatre, both the singers and the audience felt a sense of warmth knowing they had made a difference.

Looking back on the evening, I would not have changed a thing. For me, Opera for Oprea was not only a chance to make a small dent in the development of cancer drug research, but was also a way, though be it indirectly, for me to tell someone how inspiring they have been to me. We all have our Adella Opreas; someone who has motivated us with their strength. For Maggie Bras, it is her late husband Robert Bras who inspired her to pursue a path of philanthropy. For Ambur Braid, her colleague Adella. For me, it is one of the most important people in the world, who just passed her five-year mark in remission from breast cancer. Through perseverance, a strong-will, a contagious joie-de-vivre, treatment, support, humour, tears, and determination, my mother is stronger than ever today. For me, that is the real accomplishment.



Editors note: Meghan will not blow her own horn, so I will blow it for her! Meghan opened the evening with a very warm, eloquent heart felt speech and I wish to thank Meghan Lindsay, Wallis Giunta and Ambur Braid for putting together Opera for Oprea to raise funds for such a worthy cause. To Michael Ciufo, Cassandra Warner and pianist Jennifer Tung, a heartfelt thank you.

Maggie Bras



“Even the most challenging situations can lead to good things”

By Leah Jamnicky, RN
Urology Clinical Coordinator, UHN

It is well established that a large proportion of men do not participate in annual check ups and often avoid dealing with health issues. In fact only 66% of men attend annual physical exams. In comparison over 80% of men have their cars checked on a regular basis.

Most of us have heard the staggering numbers; 1 in 6 men are diagnosed with prostate cancer making it the most commonly diagnosed solid tumor in men. The good news is that when prostate cancer is caught early, it can often be cured. Common treatment options are surgery, radiation therapy or brachytherapy.

As a Trusted Advisor for Chapters Indigo in the area of Men's Health, I had the opportunity to review a sampling of the many books written on the topic of prostate health and prostate surgery. I was amazed at the overwhelming amount of information available. The information at times was useful but in other cases I felt it could be detrimental to one's health. I recognized that some books were written by prominent physicians, but often these required a doctorate to interpret the information. Others were not evidence based, while others promised to cure prostate cancer with vitamins and special herbs. Readers had to navigate the sea of literature to obtain information, which at times was not medically sound.

“The Canadian Guide to Prostate Cancer”, written by myself and co-author, Dr. Robert Nam and edited by Helen Leask, was launched in the winter of 2009 at the Harry Rosen flagship store in Toronto. Harry Rosen is a strong supporter of Princess Margaret Hospital and Prostate Cancer Research.

We are proud to say we have created a book that encompasses a broad range of topics. Individual chapters are dedicated to such topics as predicting risk through to screening and diagnosis. The book also discusses current treatment options, preventive measures, diet, exercise and sexual health. We offer tips on regaining intimacy after prostate cancer treatment and include a chapter dedicated to gay men and the issues they face. The combination of topics had not been previously put together in one book.

Many newly diagnosed prostate cancer patients have commented that our book offers valuable information which has helped them navigate a complex healthcare system and has prepared them for the journey into recovery.

The inclusion of statistics and information specific to the experiences of gay men has been received with tremendous support by members of the gay community, as well as individual gay men diagnosed with prostate cancer. The uniqueness of this chapter in prostate cancer literature has been identified as a strength among this community. *An excerpt from The Canadian Guide to Prostate Cancer:*

“Healthcare professionals, even the most compassionate and inclusive, tend to be hetero-centered and nowhere is this more true than in prostate cancer. One of the reasons for this is lack of scientific knowledge. Although there are over 42,000 published scientific papers on prostate cancer, remarkably there is not one single study to-date specifically on prostate cancer in gay, bisexual or transgender men. This lack of scientific knowledge feeds through into medical training and the education of patient counsellors. Not surprisingly, you may find your healthcare provider is not well equipped to deal with your specific needs as a gay man.

Receiving the diagnosis of prostate cancer is a life changing situation. But these circumstances often give people the chance to grow, to learn and appreciate what is important to them. Many men with prostate cancer describe their experience as a journey. While it is not necessarily a journey they would have chosen for themselves, it gives men an opportunity to look at life in a different way and make important changes in the way they live. Many survivors say they take better care of themselves and now value how others care for them.

I strive to empower all those who are diagnosed with prostate cancer and I am proud to be a small part of their journey .

An excerpt from *The Canadian Guide to Prostate Cancer*:

"Health promotion focuses on achieving equity in health. Health promotion action aims at reducing differences in current health status and ensuring equal opportunities and resources to enable all people to achieve their fullest health potential. This includes a secure foundation in a supportive environment..."

— World Health Organization

Even the most challenging situations can lead to good things. Hopefully this book answers some of the unknown, empowers individuals to ask questions, increases their understanding and lets them know they are not alone.



Harry Rosen and Leah Jamnicky

"The way I see it, if you want the rainbow, you gotta put up with the rain." - Dolly Parton



A Personal Story

By Dawn Balmer

THE RIDE TO CONQUER CANCER
200 K Bike Ride to Niagara Falls
June 13/14, 2009

It was Saturday morning, June 13th and I was really nervous. My name is Dawn Balmer and I am an endurance runner, but riding my bike from Toronto to Niagara Falls, to raise funds and awareness to conquer cancer. I am a survivor.

Despite all of the endurance events that I have completed in the past, chemotherapy had quite literally knocked the wind out of me. I still get out of breath and tire easily. My nickname is Nanook – I have always been very sensitive to the cold and since my chemotherapy treatments, I feel the cold even more. This makes training very difficult, as I am dressed in layers of clothing. Being all bundled up prevented me from training properly and I was not confident I could actually complete the ride.

At the start of the 200k bike ride, I felt the familiar surge of adrenaline as I looked around at the sea of riders. It was comforting to know that Doug (a long time friend and marathon training partner) would be riding with me. The riders around me were all different ages, shapes and sizes and many were riding bikes that were not designed

for long distances. It emphasized the fact that this was an event for raising awareness about cancer.

My nerves settled down as we cycled along the Lakeshore with the frequent stops and starts due to traffic. As we left the city, the riders started to spread out. I had a yellow survivor flag attached to my bike and many riders would say encouraging words as we passed. Similarly, as I rode alongside other survivors, we would briefly exchange stories. One man rode with an empty child seat on the back of his bike, to represent his 2 year old son undergoing chemo. There were quite a few riders with pictures or names of loved ones on their shirts. It is a disease that impacts the lives of so many people and their families.

There were frequent rest stops with food and a chance to fill up water bottles (and of course use a port-a-potty). The first day lunch was at the 70 km mark. I knew at that point I would at least make it through day one, even though there were rain clouds looming. After only a few raindrops fell, we were heading towards Hamilton and the infamous 'hill'. At first, we mostly coasted down in the city. Normally cycling downhill is pleasant but there was that nagging feeling that what goes down must go up. As indeed it did! Although it was a seemingly endless hill and I passed many people walking their bikes, it was a gradual enough incline that I made it to the top without stopping! Doug, despite our agreement to meet at the top, kept checking that I was OK. It was an

apt metaphor for friends helping you overcome hurdles (especially cancer) in life!

It was a giant party when we made it to Mohawk College and the end of a 105 km day of riding. The fatigue was replaced with excitement (of course the free beer probably helped) as riders exchanged stories with friends, both old and new. We shared a dinner table with a group of people from London. As we discussed our reasons for riding, we discovered that we all knew my daughter's friend who had died of leukemia (he was in his fourth year of university). His memory is a reminder of why this event is so important.

Sunday was warm, bright and sunny, although I still wore a long sleeve shirt. The first 50 km were fairly flat and meandered along a route that included some spectacular scenery. Surprisingly, I was not as sore as I had expected to be. It was one of those days that you are glad to be alive! My days of being in post chemo "zombieland" were over and I was on an incredible high. We had started at 8:00 A.M. and were at the 50km mark by 10:30! I was flying!

The next 25km were more hilly and included one long, steep hill that this time I did have to walk, along with just about everyone else. It was hard and I was getting tired. But it wasn't nearly as hard or tiring as going through chemo and I knew that I could tough it out and complete the ride. During the last 25km, Doug slowed the pace down and kept checking to see if I needed a break, but I wanted to finish the ride, so we skipped the last break station.

As we neared Niagara Falls, the cheers from the spectators helped lift my spirits and take away the aches. It was exhilarating to cross the finish line and hear the announcer say – "here comes another survivor". The finish area was a mass of riders, their friends and families. The party atmosphere was phenomenal. It was difficult to move through the bikes and people. It was hard to hear because of the announcer, cheering, music and excited babble of people talking. We finally found Doug's wife, Jonquil and my husband Jim, despite the throngs of people. Thank heavens for cell phones. I was tired, sore and thirsty but I felt fantastic! A month ago, the doctor told me that the CAT scan was clear, but it didn't seem real. Crossing that finish line, I finally felt like I was once again my old self, not a cancer patient, but an endurance athlete!

I was able to enter this ride because of the financial support of so many, and I would like to thank you for your contribution towards the fight to conquer cancer.

But just as important, was the emotional support I have had during my journey with cancer and I wish to thank all those who were there for me. It has been almost a year to the day since I first heard those terrifying words – "you have cancer". It has been a long, difficult 'ride', but I constantly had people by my side helping me through it. My Mom stayed with me through every treatment and my zombie days. My daughters, Sarah and Diana, constantly phoned to check on me when they couldn't be with me. Jim encouraged me with plans for where we would travel when I was better. Family and friends baked cookies, made soup, phoned and sent cards, flowers and emails.

During those times on my bike coasting downhill, it is easy to take life for granted, but when you are struggling uphill, it makes you really appreciate the people in your life. Thank you for helping me in my battle to conquer cancer!

Update – October 17, 2009

It is almost 8 months since my last chemotherapy treatment. So far the results of all my tests have been good news! I am back to work full time teaching high school science and biology. In the past, I always emphasized the health and fitness components of the curriculum to my students, but now I have cancer related stories that demonstrate the real life applications of what students are learning.

I still find that I am not back to my full pre-cancer energy, but I continue to try to make exercising a priority. Even though I cannot run as far, as fast or as often as I used to, every time I run, I appreciate the fact that I am able to run. (The days of being out of breath at the top of a flight of stairs are still vivid.) On September 27, I completed the Waterfront Half Marathon (21.1k) – much slower than previous years, but crossing the finish line was another win in my battle against cancer. I will be training this winter to run a full marathon in the spring.

During the summer, I went on the trip that has always been on the top of my "bucket list". My daughter and I toured the Galapagos Islands. During the chemo days, the thought of this trip helped keep me positive. It was an awe inspiring experience that lived up to all my expectations.

Thank you for letting me share my experiences with you, the reader. Having cancer makes you appreciate the importance of "live, love, laugh and grow". Keep up the great work helping others.

How You Can Make a Difference for Cancer Patients

Funds contributed to The Robert & Maggie Bras and Family New Drug Development Program by our donors are used for the highest priorities – fellowship assistance, equipment, new facilities and technical support of clinical trials – that lead to new and improved treatments. Here is a description of the top five priorities for The Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital.

1 *Preclinical Evaluation of New Agents in tumour Xenograft Models* to develop and maintain a biological bank of tumour tissue samples. This program will allow us to resect human tumours and transplant the human cells into mice models for a more relevant study of how human cancer responds to novel agents.

2 *Testing Canadian Innovation* would allow The Robert & Maggie Bras and Family New Drug Development Program to take breakthrough discoveries of treatment agents from the laboratory to the clinic at a quicker pace.

3 *An Inpatient Drug Development Unit* will be used for the evaluation and monitoring of patients who are enrolled in early phase cancer clinical trials. Such a unit will help ensure patients suffer no adverse side effects while enrolled in clinical trials.

4 *Upgrading existent laboratory facilities in the Advanced Molecular Profiling Lab:* Molecular targeted agents are drugs that attack cancer cells with precision. Over the last decade, there has been an explosion of scientific knowledge on cellular proteins and pathways that drive the malignant process.

5 *New Drug Development Training Program:* There is a significant need within The Robert & Maggie Bras and Family New Drug Development Program for a training and development program to ensure our continued level of excellence in research for the future.

For a complete description of our 5 priorities, please go to www.brasfamily.com; and click on 'Our Goals'. For a closer look at our budgets, please click on 'Our Budgets'.

relief

thank you

We Would Like to Acknowledge
These Exceptional Supporters of
The Robert & Maggie Bras and Family
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The National Colorectal Campaign

August 29, 2002

MISSION STATEMENT

Exciting breakthroughs in the understanding of cancer biology continue to identify new approaches to cancer therapy. The goal of *The Robert & Maggie Bras and Family New Drug Development Program* at Princess Margaret Hospital is to identify new approaches to cancer therapy, for the treatment, management and eradication of this disease.

ESTABLISHMENT

The Princess Margaret Hospital Foundation (The "Foundation") hereby agrees to establish The Robert & Maggie Bras and Family New Drug Development Program Fund (the fund)

PURPOSE

The purpose of the Fund would be to aid in the creation of a collaborative resource environment devoted to research in new drug development.



THE ROBERT & MAGGIE
BRAS
AND FAMILY
NEW DRUG DEVELOPMENT
PROGRAM

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