

HELPING HAND

ROBERT & MAGGIE BRAS AND FAMILY NEW DRUG DEVELOPMENT PROGRAM

February 2004

WE THANK YOU



Welcome to the inaugural edition of our newsletter the 'Helping Hand'.

We are pleased to share with you the excitement about The Robert & Maggie Bras and Family New Drug Development Program and its accomplishments to date.

This program supports research, development and testing of innovative drugs in the treatment of all kinds of cancers. These drugs will better target cancers than was possible in the past. In so doing they will offer a more focused, less invasive approach to treatment and the possibility of greater effectiveness.

Princess Margaret Hospital has a well-earned reputation for attracting and supporting the best in medicine. This drug development program will broaden this expertise in new and far-reaching areas.

Robert and Maggie Bras and Family worked hard to realize Robert's dream of a cure and Maggie and Family continue that commitment. Robert was diagnosed with prostate cancer in May 1999 and in November 1999 was diagnosed with gall bladder cancer. His prognosis was grim. He was given three months to live. That Robert lived three years - two and a half years beyond what was ever hoped for - speaks of his will and determination and the skill of all who cared for him.

Had Robert succeeded in his battle this drug program would have been his top priority. The care Robert received at Princess Margaret Hospital and the affiliated UHN hospitals, The Toronto General and The Toronto Western alongside another great institution The Mt. Sinai Hospital, was exemplary. The dedicated doctors and nurses shared a commitment to bring care and compassion and expertise in all that they provided.

In his battle to live Robert searched the world for the best care but he always came home and found it right here in Toronto. The Robert & Maggie Bras and Family New Drug Development Program will make Toronto an even stronger Centre of Excellence.

The goals of our program will be achieved because of the support of those who have given so generously to The Robert & Maggie Bras and Family New Drug Development Program. This newsletter will keep you informed about the progress we're making and will introduce to you the scientists, researchers, doctors and pharmacists who are at the heart of these advancements in medical science.

Please continue to support our charity so that you, those close to you, and others throughout the world will reap the rewards of your generosity and the skill of our expert team.

Enjoy this issue...our first. In future issues, we will share with you the pioneering developments made possible by this program, its donors and the researchers and doctors involved. I hope you are as excited as we are about the potential of this program and the opportunity you and others have to become involved.

On behalf of the Bras Family and our committed team at Princess Margaret, I thank you deeply for your interest and contribution to the New Drug Development Program. Together we will accomplish miracles.

Sincerely,



Maggie Bras
President

GREETINGS FROM PAUL ALOFS



When I joined The Princess Margaret Hospital Foundation as President & CEO, it soon became evident that Princess Margaret Hospital is a special place of hope and caring where patients are offered world-class cancer treatments. Researchers, trainees and technical staff work to understand and prevent disease, speed diagnosis, develop more effective treatments and improve the quality of lives.

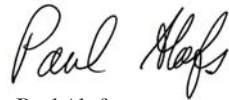
With a legacy of leadership and innovation, Princess Margaret Hospital continues to provide exceptional patient care and treatment and make significant progress in the fight against cancer. Building on this tradition, The Robert & Maggie Bras and Family New Drug Development Program is an innovative step forward in the fight against cancer that will help many cancer patients and their families.

Behind every powerful vision is a team of passionate supporters, friends, volunteers and staff. The late Robert Bras' vision for a program that will help so many is admirable. He saw the need to accelerate the development of drugs that would target

specific cancers, rather than being a "one size fits all" solution. Maggie Bras' dedication in making this vision possible is an inspiration. She is leading this initiative, and making a strong contribution.

Led by Dr. Malcolm Moore and his team, the outcome of this innovative programme in drug development will benefit cancer patients from across the globe. That is my aspiration: Our work at Princess Margaret Hospital will help patients nationally and internationally. We want to share our knowledge, our successes and our dreams so that future generations will no longer fear the word "cancer". By working together, we can conquer cancer!

Sincerely,



Paul Alofs
President & CEO
The Princess Margaret Hospital Foundation

GREETINGS FROM NEVILLE W. KIRCHMANN



It was with mixed feeling that I announced my intention to step down as President & CEO of The Princess Margaret Hospital Foundation after four years. They were "give back" years in appreciation for the compassionate treatment my late wife, Edith, received in 1996 & 1997. It was also a time to reflect on the building blocks that were put

in place by the staff of The Princess Margaret Hospital Foundation during my time and to use these to move the Foundation to a higher level. For me, there was a time to come and a time to go. In September 2003, it was time to hand over the torch to Paul Alofs, who brings new energy, new ideas and enthusiasm and a passion for raising funds "To Conquer Cancer".

The Robert & Maggie Bras and Family New Drug Development Program is a transformational gift that will be vitally important to the work being done by Dr. Malcolm Moore and his team in

drug development. The investment in people and funding generated from this gift will show good rewards in the years to come with discoveries on how to treat our patients more effectively and with fewer side effects. I wish to acknowledge the generosity of the late Robert Bras and his foresight in establishing this programme under the leadership of Malcolm, and now I thank my good friend Maggie for her tireless dedication to carrying on the work as President of the Program.

I was very proud to be part of the Advisory Committee.

Sincerely,



Neville W. Kirchmann
Past President & CEO
The Princess Margaret Hospital Foundation

DOCTOR MOORE



The Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital is dedicated to finding better treatments for patients with cancer. This multidisciplinary program includes oncologists, scientists, nursing, pharmacy and pharmacology and will enhance the ability of our doctors to offer novel clinical trials and innovative new therapies to Ontario cancer patients.

Major advances in cancer biology have been translated into new methods of treating the disease. These new drugs, that are targeted at specific features of cancer, are generally less toxic to healthy tissue and cause fewer side effects. The Robert & Maggie Bras and Family New Drug Development Program examines these innovative new drugs in early phase clinical trials. Such studies seek to rapidly identify the drugs that show promise for further investigation, as well as to increase our overall understanding of how cancer can be controlled.

It is an exciting time for the program. A functional plan for a permanent home for the Bras Drug Development Program has been submitted to the UHN/PMH administration and we expect to relocate within the year. Our research portfolio continues to grow and we are studying many of the most exciting new therapies that are presently available for clinical trials. We now have a total of 60 open or soon to open studies of novel agents in advanced cancers of all types. These include studies supported by NIH¹, NCIC², the pharmaceutical industry and 'in-house' ideas that link laboratory observations with clinical trials.

We have expanded our new drug development consortium to include Ottawa and have been approached by several centers in Canada and the United States who wish to join our drug development group. We have recruited two new staff with expertise in drug development and other potential recruits are being evaluated. The second PMH drug development conference, which brings together experts in drug development throughout North America and Europe for a 1.5-day interactive meeting, will be held in February 2004. The keynote address will be the inaugural Bras lecture on drug development, which this year will be given by Dr. Rakesh Jain from Harvard Medical School.

Robert and Maggie Bras' generosity and commitment serve as a significant example of how our clinical investigators and research personnel can be sustained in their quest to find better cancer treatments. There is now a real hope that better drug therapies are on the immediate horizon and as a result, Robert's passion for excellence will truly live on in the impact that his gift will make on future generations receiving cancer treatments.

Sincerely,

Malcolm Moore
Director
The Robert & Maggie Bras and Family New Drug
Development Program
Princess Margaret Hospital

¹National Institute of Health

²National Cancer Institute of Canada

DEAR FRIENDS:



On behalf of the residents and members of Council of the City of Mississauga, I am pleased to extend greetings and congratulations to the "Helping Hand" newsletter on the occasion of its inaugural issue.

The creation of this newsletter has been a labour of love by The Robert & Maggie Bras and Family New Drug Development Program. This organization's mandate is to support the Princess Margaret Hospital's research, development and testing of innovative drugs in the treatment of all cancers. This newsletter will keep readers and supporters abreast of the program's latest developments and accomplishments.

I commend The Robert & Maggie Bras and Family New Drug Development Program for the valuable work it is doing in the

fight against this terrible disease and to provide a more humane approach to those suffering from its effects. It is always wonderful to know that so many people are working together for such a worthy cause.

Once again, on behalf of the residents and members of Council of the City of Mississauga, congratulations and best wishes for future success.

Sincerely,

Hazel McCallion
Mayor

RECOGNITION EVENT THURSDAY, FEBRUARY 13, 2003



The Bras Family

On Thursday February 13, 2003, The Princess Margaret Hospital Foundation held a reception to recognize the incredible contribution the Bras family made to establish The Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital.

Over 175 friends, family, supporters and staff of The Robert & Maggie Bras and Family New Drug Development Program came out to celebrate not only the Bras family's gift and the establishment of the program, but they came to celebrate Robert's life and the legacy he left behind.



Mayor Hazel McCallion and Maggie Bras

Opening remarks were made by Neville Kirchmann, President & CEO of The Princess Margaret Hospital Foundation, and by Tom Closson, President & CEO of the University Health Network. Dr. Robert Bell, Vice President & COO of PMH, spoke to the audience about the future of medical research at the hospital, followed by Dr. Malcolm Moore, Director of The Robert & Maggie Bras and Family New Drug Development Program, who spoke about new drug development and how the

Bras gift would make a positive impact on cancer research, not only in Toronto and Canada but around the world. The speeches were concluded by Her Worship Mayor Hazel McCallion, Mayor of Mississauga, by Lionel Robins, Chairman of The Princess Margaret Hospital Foundation, and with an emotional message from Maggie Bras surrounded by her children. Following the speeches a bronze plaque was unveiled. It will be displayed prominently at the location of The Robert & Maggie Bras and Family New Drug Development Program in the hospital.



Maggie Bras and Don Watt

The evening was an overwhelming success and could not have come together without the help of Maggie herself. Her tireless efforts in close coordination with the Foundation staff made the evening one of our most successful recognition events ever. The same can be said for all those who attended the evening to lend their support and show Maggie and the family how much they care.

Supporters and friends of The Robert & Maggie Bras and Family New Drug Development Program have helped us in our ongoing efforts to sustain and expand the lifesaving work at Princess Margaret Hospital in the months and years ahead.

Thank you,

Matthew.

Matthew Warszawski
Senior Development Officer
The Princess Margaret Hospital Foundation

FIRST ANNUAL GOLF TOURNAMENT

Our first annual golf tournament, The Robert Bras & Family Charity Golf Tournament was held at the Summit Golf and Country Club in Richmond Hill last July 14 with great success.

We had 134 participants, many of whom flew in from all parts of North America to honour the late Robert Bras and this wonderful charity that was his passion.

The day was warm and sunny and the course was stunning in its beauty. The Bras family, friends and volunteers from Princess Margaret Hospital worked hard to bring about a happy and fun celebration.

Many corporations and individuals contributed generously to this event. We are pleased to tell you that The Robert & Maggie Bras and Family New Drug Development Program under the Princess Margaret Hospital Foundation raised more than \$115,000!!!!!!



Prize for "Hole in One"



The Bras Family and Volunteers



"Shot Gun"! Led by Frank Bohanec and Tony Pereira



Bob Trumbour, Maggie Bras, Chip O'Hare

More good news... We have another great day planned for you. Our second annual golf tournament will be held this year at the Summit on Monday, July 12th, at 1:30. We will be able to accommodate 144 players so mark your calendars and stay tuned.

See you there!

Maggie

Maggie Bras
President



ADVISORY COMMITTEE

Hazel McCallion

Mayor, City of Mississauga
Honorary Chair, Robert & Maggie Bras and Family
New Drug Development Program
Advisory Committee

Malcolm Moore, PhD, MD, FRCP (C)

K Y Ho Chair in Prostate Cancer Research
Director, Robert & Maggie Bras and
Family New Drug Development Program
Professor, Medicine and Pharmacology
Senior Staff Physician, Department of Medical
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Robert Bell, MDCM, MSc, FACS, FRCS (C)

Vice President & COO
Professor, Department of Surgery
Division of Orthopaedics
Princess Margaret Hospital

Armand Keating, MD

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Department of Medical Oncology & Haematology
Ontario Cancer Institute,
Princess Margaret Hospital Director,
Division of Haematology
University of Toronto

Sandy Aird

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Maggie Bras

President
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Jamie Bras

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Jason Bras

Robert & Maggie Bras and Family
New Drug Development Program
Advisory Committee

Paul Alofs

President & CEO
The Princess Margaret Hospital Foundation

Yves Gadler

Vice President, Development
The Princess Margaret Hospital Foundation

Matthew Warszawski

Senior Development Officer
The Princess Margaret Hospital Foundation



Together We Make Life Better

**Princess Margaret
Hospital Foundation**

University Health Network

*Donations may be made through The Princess Margaret Hospital Foundation
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