

HELPING HAND

ROBERT & MAGGIE BRAS AND FAMILY NEW DRUG DEVELOPMENT PROGRAM

Spring 2005

WE THANK YOU



Welcome to our second edition of the "Helping Hand" newsletter. The Robert & Maggie Bras and Family New Drug Development Program came into being June 2002. Robert Bras was being treated for Prostate and Gallbladder Cancer at Toronto General Hospital and Princess Margaret Hospital, part of the University Health Network – (UHN).

From time to time he received care from Toronto Western Hospital (UHN) and Mount Sinai Hospital. Robert's care was exemplary and the dedication of the doctors, nurses, clinicians, pharmacists and staff went beyond the call of duty.

Our family felt a desire to 'give-back'. We asked ourselves what institution we should give to and what form this giving should take. We knew the reasons why we were giving!

After considering all the options, we decided to create an endowment for a new drug development program at Princess Margaret Hospital, Canada's largest cancer facility. The program's director was Dr. Malcolm Moore – who was Robert's primary care giver. The Robert & Maggie Bras and Family New Drug Development Program was on its feet with an amazing group of members all dedicated to fighting this insidious disease.

We have held two golf tournaments – "The Robert Bras and Family Charity Golf Tournament" with the third to be held on Monday, July 11th 2005 at The Summit Golf and Country Club. Our first two tournaments were filled to capacity, with \$115,000 and \$120,000 respectively raised. Additional funds were raised with our participation in the Toronto Marathon, under our banner "Walking Hand in Hand" and we will be doing so again Sunday, October 16, 2005.

Our most recent news, which we will officially announce with a reception in the spring, is that Hoffmann-La Roche Ltd has

made a \$1 million commitment to our New Drug Development Program. This is the second largest gift ever made to Princess Margaret Hospital by a pharmaceutical company. The Hoffmann-La Roche Ltd. gift will be used to fill a significant need within The Robert & Maggie Bras and Family New Drug Development Program by enabling us to support two Clinical Research Fellows. Thank you to Hoffmann-La Roche Ltd.!

With the importance being placed on our program, we have even more exciting news to share! Renovations are underway on the fifth floor of Princess Margaret Hospital, where 5400 square feet of space is being converted into a state-of-the-art new drug development centre. The Robert & Maggie Bras and Family New Drug Development Program will have a new home, with construction to be completed in the autumn of 2005! Renowned Toronto interior designer, Brian Gluckstein has donated his talents toward this project and will apply his design vision to the new centre. Thank you Brian!

As I reflect upon all these developments, I am reminded of my late husband, Robert, who would have been so very proud of all that has happened. His journey was a long one in his battle to fight this insidious disease, but even so, he took the time to say thank you and give back. I cannot thank him enough for inspiring me daily and giving me the courage to carry on his battle, and the battle for so many who are walking this road.

The Robert & Maggie Bras and Family New Drug Development Program is establishing a website to keep our donors and prospective donors informed about our clinical phase I and phase II trials and the breakthroughs in cancer research that are taking place at Princess Margaret Hospital. Our website is currently under construction but please give this website a look see in a couple of week's time or sooner – www.brasfamily.ca. On this site we will give you a look at our upcoming events, past events and other Bras family initiatives. We will be including on the website The Robert & Maggie Bras and Family New Drug Development Program's Annual Report, and will feature profiles of our dedicated medical oncologists, drug development fellows, clinical trial nurses and data coordinators. You will learn how a joint partnership is developing between Phase I and II team members and patients, who will

WE THANK YOU CONTINUED...

bring new therapies to combat cancer.

I hope you will enjoy this, our second issue of 'Helping Hand' and look forward to your continued support for this worthy cause – beating cancer! Please feel free to contact me, Maggie Bras. I will welcome your comments. For further information or your wish to make a donation, please contact Matthew Warszawski, Associate Director, Major Gifts – 416.946.2107.

Together we will accomplish miracles.

Sincerely,



Maggie Bras
President
maggiebras@hotmail.com

DIRECTORS REPORT



2004 was an exciting and productive year for the introduction of new cancer treatments as well as for the Robert and Maggie Bras Drug Development Program at Princess Margaret Hospital. Our overall program continued to grow both in terms of the number of new drugs in clinical trials as well as the number of patients entered on studies. In addition, our research collaborations have grown and as has the size and scope of our training program. Some of the new therapies we have been studying within our clinical trial program are being introduced into routine clinical practice. Some of the highlights include:

- Our NIH¹ new drug contract is now operating at full capacity and has met all the milestones required for success. Our research consortium has expanded to over 10 sites in Canada and the United States and we have the highest accrual of new patients to studies amongst all the consortia. The initial contract covered the period 2001-2005. We have indicated to the NIH that we wish to renew the contract and Dr. Amit Oza is spearheading this application.
- The second annual Robert Bras Memorial Golf Tournament was held at the Summit Golf Club in July 2003. This event was again sold out and over \$100,000 was raised in support of the Bras Family Drug Development Program at PMH.
- The promise of a new era in cancer therapy is becoming a reality. In 2004 several exciting new drugs were approved for cancer treatment. These include the anti-vascular agent Bevacizumab [Avastin] in colorectal cancer; the EGFR targeted drugs Erlotinib [Tarceva] in lung and pancreatic cancer and Cetuximab [Erbix] in colorectal cancer. We were at the forefront of the development of these drugs, with PMH investigators taking the lead in the lung and pancreatic studies.

We are continuing to study them in the laboratory, and in clinical trials in head and neck cancer, pancreatic cancer, colorectal cancer and gynaecological cancer.

- A dedicated space for the Robert & Maggie Bras and Family New Drug Development Program has been approved for the 5th floor of PMH. The design was done by Parkin and Associates in collaboration with renowned designer Brian Gluckstein. Construction is expected to begin in the second quarter of 2005.
- A fundraising campaign amongst the Canadian Pharmaceutical Industry that was initiated by Mayor Hazel McCallion and Maggie Bras has already borne fruit. Hoffman La Roche Canada has agreed to a \$1 million donation over 5 years for the educational aspects of the program including support for 2 clinical fellows each year.
- We are developing a laboratory based consortium to complement our clinical trials consortium so that we can conduct more bench to bedside research and compete more successfully for new clinical and translational research projects. We have applied for a five million dollar grant from the Ontario Cancer Research Network to support this new initiative.

Finally, I would like to recognize all of the dedicated staff within the program for their continued efforts in making the program such a special Canadian success story. On behalf of the program I would also like to offer a special thank you to the Bras Family, Mayor Hazel McCallion and all our supporters for their ongoing inspiration, and their commitment to both the Program and the Princess Margaret Hospital.



Malcolm Moore
Director
Princess Margaret Hospital

¹National Institute of Health

GREETINGS FROM PAUL ALOFS



What a tremendous year it has been for the Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital, where we have worked hard to help this program develop and grow. Most recently, Maggie was the magic in securing a major additional gift for the program: a \$1 million pledge from Hoffmann-La Roche Ltd. to establish the Hoffmann-La Roche Ltd. Fellowship in Drug Development.

The passion and energy Maggie brings to our cause to conquer cancer is endless. She has also been actively involved in the development of a new home for the program. Renovations are under way on the fifth floor of Princess Margaret Hospital, where 5,400 square feet of space will be turned into a state-of-the-art new drug development centre later this year. A visionary Toronto interior designer, Brian Gluckstein, is donating his time and talent to create a distinctive and inviting look for the

new centre. We are looking forward to a ribbon cutting ceremony soon.

Thanks to Maggie and donors like you, the Bras Family New Drug Development Program is an outstanding program at Princess Margaret Hospital. Dr. Malcolm Moore and his team are now working with about 1,000 patients in more than 70 Phase I and Phase II clinical studies. I have no doubt that the results of this important work will benefit cancer patients and improve the quality of life for many more while our quest continues to conquer cancer.

Sincerely,

Paul Alofs
President & CEO
Princess Margaret Hospital

GREETINGS FROM DOCTOR BELL



Patients initially come to Princess Margaret Hospital at a time of personal and family crisis -- most people have just learned that they have or may have cancer and their first visit to our hospital is a time of intense emotions and concern. Our staff is trained to make this initial experience as positive as possible and part of that training includes the understanding that our patients will have access to the best options available for cancer treatment. Cancer is a complex disease and the treatment for cancer evolves on a monthly basis. Our staff knows that our patients will be able to get the best and latest drug options available, especially if standard treatments have failed.

The Bras Family New Drug Development Program at Princess Margaret Hospital ensures that our patients have access to new cancer treatments. New drugs are thoroughly tested prior to introduction in the clinical setting, but initial testing in patients needs to be done in a carefully controlled environment. Patients need frequent hospital visits and laboratory testing, none of which is covered by standard health insurance. The companies that have produced the drugs provide for some of the costs associated with testing. However, the infrastructure necessary for conducting clinical trials -- the specially trained nurses, physicians, data coordinators and laboratory personnel

-- requires a dedicated core team of professionals that few cancer centres can provide.

The Bras Family has provided funding for these special professionals who will soon move into a new consolidated space on the fifth floor of the hospital. We hope that the Bras Program will become the centre of a broader drug development initiative at PMH. In the near future, we expect that the scientific expertise in the Ontario Cancer Institute will be coupled to a new pharmaceutical research team. This pharmaceutical chemistry program will use scientific discoveries about cancer to design new drugs that can be added to the agents tested by the Bras Team.

The Bras Family New Drug Development Team not only provides hope to patients who have not responded to standard drug treatments. It also provides confidence to all nurses and physicians at Princess Margaret Hospital who can tell their patients that they will have access to new treatments if they need them. Our goal at PMH is to conquer cancer and the Bras Family investment at the hospital is a key component in accomplishing this goal.

Sincerely,

Robert Bell, MDCM, MSc, FACS, FRCS(C)
Vice President & COO
Princess Margaret Hospital

UNIVERSITY HEALTH NETWORK



Achieving global impact is our vision at University Health Network and this quest is aided immeasurably by the generous support and tireless efforts of volunteers like Maggie Bras. This year, her tremendous work resulted in an additional \$1 million gift to establish an important new fellowship program in drug development.

The funding provided by the Bras Family gives cancer patients access to new treatments and keeps Princess Margaret Hospital at the forefront of significant new developments. This, in turn, enables us to keep and attract the best physicians, scientists and clinical staff in the world, who will educate the next generation

of healthcare providers.

On behalf of our fine institution and everyone involved with the Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital, I would like to thank Maggie for her devotion to an important goal we all share – conquering cancer.

Sincerely,



Tom Closson
President & CEO
University Health Network

HOFFMANN LA ROCHE CANADA

Hoffmann-La Roche Ltd. Makes a \$1 Million Pledge to the Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital.

It is with great pleasure that I announce Hoffmann-La Roche Ltd.'s \$1 million commitment to the Robert & Maggie Bras and Family New Drug Development Program at Princess Margaret Hospital. This is the second largest gift ever made to Princess Margaret Hospital by a pharmaceutical company and it is with great pride and appreciation that I say thank you to all of the staff at Hoffmann-La Roche Ltd. for becoming a benefactor of Princess Margaret Hospital.

The Hoffmann-La Roche Ltd. gift will be used to fill a significant need within the Robert & Maggie Bras and Family New Drug Development Program at PMH by establishing a training and development program to ensure our level of excellence in research continues in the future. Their generosity has allowed us to create a program that will recruit promising fellows to undertake clinical, translational or basic science research related to drug development.

The Hoffmann-La Roche Ltd. gift of \$1 million over five years will support two Clinical Research Fellows who will be given the title Hoffmann-La Roche Ltd. Fellow in Drug Development. These new recruits will devote the majority of their time to research projects (in either a basic or clinical research laboratory) under the supervision of an existing member of the drug development program. Candidates will be recruited based on demonstrated academic prowess and the ability to conduct exceptional research.

By supporting these positions Hoffmann-La Roche Ltd. has allowed the program to expand and continue its ground-

breaking research that will fast track the development of new drugs. The results of our continued partnership will manifest in promising new compounds that will be of help to thousands of cancer patients in Canada and, possibly, worldwide.

On behalf of The Princess Margaret Hospital Foundation I would like to acknowledge the wonderful work of our key volunteers, Her Worship Hazel McCallion and Maggie Bras, who helped to bring a compassionate human face to the science of cancer research. I would also like to thank Ronnie Miller, Edward Gudaitis, Samantha Ouimet and many others of Hoffmann-La Roche Ltd. who worked with me and put so much effort in to bring us together. Finally, I would like to acknowledge the wonderful efforts of Drs. Christopher Paige, Malcolm Moore, Lillian Siu and Amit Oza for their dedication to the Robert & Maggie Bras and Family New Drug Development Program. Their hard work and tireless efforts pay a constant tribute to Maggie and the late Robert Bras whose vision enabled us to create this program, devoted to the development of new drugs designed to save lives.

Once again, a sincere and heartfelt thanks to Hoffmann-La Roche Ltd. for their extraordinary gift to the Robert & Maggie Bras and Family New Drug Development Program. Thank you for sharing our vision: to conquer cancer.

Sincerely,

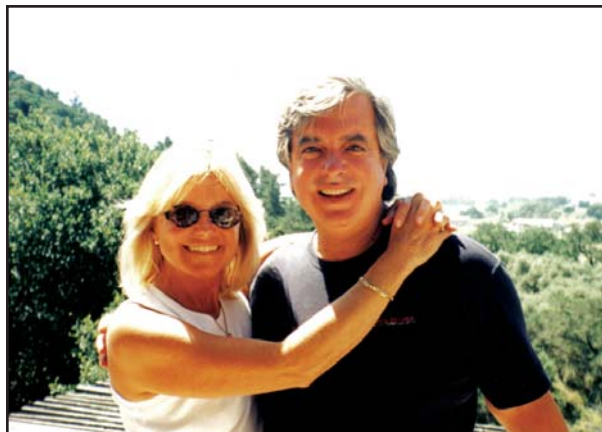


Matthew Warszawski
Associate Director, Major Gifts
Princess Margaret Hospital





THE ROBERT BRAS AND FAMILY CHARITY GOLF TOURNAMENT



What a spectacular warm sunny day it was – again! This past July 12, 2004 we held our second annual golf tournament at The Summit Golf and Country Club. As you can see from the photos, a great day was enjoyed by all.

Firstly, on behalf of The Bras Family, I wish to thank our golfers for their participation in a day of golf and friendship, and their support for our program at Princess Margaret Hospital.

Secondly, I am grateful to our volunteers who gave their time, passion and energy. Your effort on this day led to a well organized fun event, that raised much needed funds for cancer research, and showed our golfers that their attendance was much appreciated. Thank you to The Princess Margaret Hospital Foundation, friends, Norval United Church, and The Summit Golf and Country Club, and the Bras Family. To our

many donors of a car; gifts; silent and live auction items, a big thank you!

Thirdly, I am pleased to say our tournament has been a financial success for two years in a row. The inaugural golf tournament raised \$115,000 for The Robert & Maggie Bras and Family New Drug Development Program. Our second raised a whopping \$120,000! WOW!!

In closing, I wish to share with you why the Bras Family organizes this tournament. The reason is this: cancer has affected many in our family; our circle of friends; and our world. We know our cancer research institute – Princess Margaret Hospital is hard at work battling this disease—just as the cancer patients themselves are. They need our support—yours and mine.

We are certainly looking forward to seeing you again this year on Monday, July 11th, 2005 – same place and time – 11:00 A.M.

“We can do no great things; only small things with great love.”
- Mother Teresa

Maggie Bras
President



LIVE AUCTION DINNERS

What a fun night we had! The bidding at our second annual golf tournament got lively when Jennifer Bras took the mike from her mom and Humble Howard, and called upon her Godfather Don Green to bid on the live auction item of dinner with the Bras Family. Therein ensued a challenge that was not lost on Doug Lunau! The bidding war began, and an amazing \$16,500 was raised.

On the evening of the dinner, guests were picked up in style by Exclusive Limousine Service and deposited at Maggie's condo in the city. They were greeted by the Bras Family and an attentive serving staff bearing canapés and beverages. This evening of fine dining was donated by none other than Frank Agostino of Il Posto Nuovo, the famous eatery of Yorkville. All four delicious courses we complemented with delectable wines donated by Sommelier, Franco Prevedello of Prevedello & Mathews. Each wine came with an explanation of the bouquet and region where it was grown.

A year earlier the same auction item had gone to the Michael

and Dimitra Davidson Family. Perhaps they heard about the fun this year's winners had, because they've finally scheduled their winner-take-all dinner for March 19th. Limousine service again will be donated by Exclusive; fare by the famous Mississauga eatery - Rogues Restaurant of The City of Mississauga and wine will be supplied from the cellar's of Maggie Bras.

Thank you to the Greens, Lunaus, and Davidsons—our generous gourmands—for making this auction item such a success in two successive years.

The Bras Family Dinner will again be offered at our third live auction this summer and the Bras Family is looking forward to being your hosts of our favourite dinner of the year.

Way to go donors!

The Bras Family



DEPARTURE

After six and half years with The Princess Margaret Hospital Foundation, Yves Gadler, Vice President of Development has left his post. He has accepted a new challenge with the World Wildlife Fund, and we wish him continued success in his career.

Thank you Yves for helping us come on board. We will miss you .

The Bras Family

SUCCESS STORY

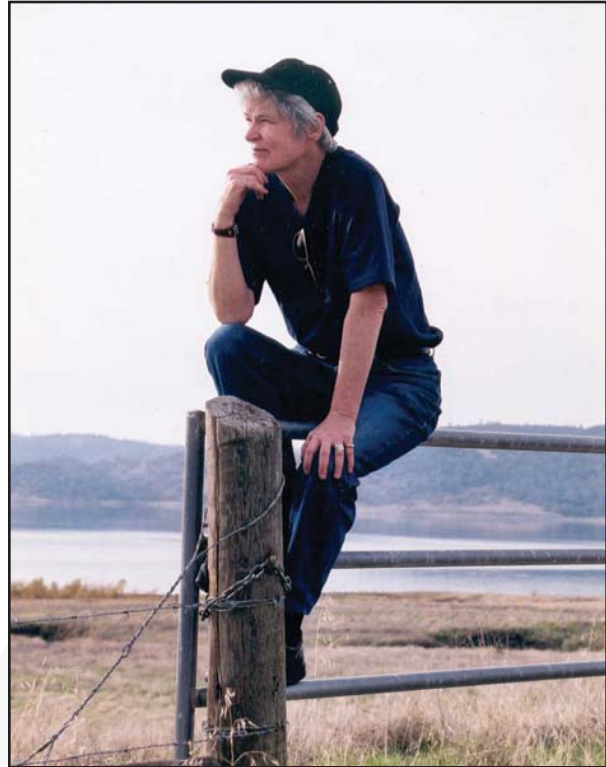
I am thrilled to introduce you to Dr. Annie Smith. I had the pleasure of meeting Annie Sunday, February 27, 2005 at 5:00 P.M. for the most overwhelming hour I have experienced in a very long while. Annie is our real life story!

Annie is a tall, angular, open, warm woman, with a smile that lights up her face and makes her blue eyes sparkle with delight. Her handshake is strong and her stance upright. We settled into her warm cozy home and her story began. For two decades Annie has been fighting cancer and while she was sharing with me her roller coaster ride I went from despair to hope back to despair. Along the way I learned about this wonderful lady, Annie, who had shared her story by writing a book to raise funds for ovarian cancer. The title of her book is: "Bearing Up with Cancer by Dr. Annie Smith – life, and living with....." On the cover of her book is a photograph of Annie enjoying one of her favourite sports – sailing, and along for the ride is a 'bear'...yup a 'bear'! Let me back up a wee bit. Since Annie was a little girl, she drew this cute little white bear. Well, this cute little white bear is also sailing! In Dr. Barry Rosen's Forward to her book, "Whenever I saw Annie, she was drawing pictures of that little bear. Those pictures told her story about cancer, conveying without words what she went through." So Annie's book is told and illustrated by this little white bear.

In Annie's own words in the 'Prologue' of her book. "I'm not really a bear! I'm many things: an artist, a teacher, a doctor of philosophy, an author and lecturer, a sister and daughter, a friend and colleague, a tennis player and a sailor ... and a woman who has lived with cancer for nearly two decades. I've been drawing my signature bear since childhood. Over the last three years, I've drawn it as a stand-in for me on my journey with this disease. The bear has expressed my pain and frustrations, my hopes and my joys. If you are also coping with this disease, I hope that it may be a comfort to you and your family and friends."

At the end of her book one is left with a sense of wonder at how Annie lived through all that she did. I will quote her last page, and then bring you up to date. Annie's story is far from finished! "Medical answers to our private questions about living and dying have to do with statistics. Along with so many others involved with cancer, I have had to listen to my share of bad news. But from the very first notices, I remember telling the physicians, 'Someone has to be on the positive side of all those negative numbers. Someone has to be on the good side and it might as well be me!' I have been saying that since 1984, when I first began to confront the cancer gremlins. Nearly two decades later, I know I can't control the future, but I think I've defied the odds. More than anything, I know that I have truly lived each minute of the last nineteen years. I have truly lived with cancer – and that sure beats dying."

Annie's future looked bleak, the cancer tumours were now concentrated in her lungs, and breathing was becoming difficult. Annie tried to keep up her tennis, and with supreme effort was able to chase down lobs, but was increasingly breathless



and in more and more discomfort. Annie's tennis partners tenderly protected her by hitting the ball directly to her. CT scans showed the bad news, but then it happened. Annie was given another chance at life! She qualified for a new study of drugs being tested at Princess Margaret Hospital, drugs that were developed by The Robert & Maggie Bras and Family New Drug Development Program, and away she went! The first week Annie reacted badly to the drugs, and the consensus was to question her participation. Annie would have none of this and by the second week she was feeling a whole lot better. A second scan was done last week, and with the CBC cameras rolling, Dr. Amit Oza showed Annie the scans that revealed the amazing changes. Her cancer tumours were dying from the inside out! Only a small outer ring of white was left surrounding the dark interior. The tumour gremlins were being starved to death. They were dying and Annie was alive and breathing. The drugs were WORKING!

When I sat down with Annie to hear this marvelous story, she relayed that she had played a very hard game of tennis that morning. Annie's friends were not about to give her a moments rest. Why should they? She was back in fitting form ready to do battle as she had done for two decades. Annie is at the beginning of this study – just barely two weeks into it, and will continue taking these new drugs just as long as needed and tolerated.

Keep going Annie – defy those odds. We're all with you!

Maggie

Maggie Bras



ADVISORY COMMITTEE

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Honorary Chair, Robert & Maggie Bras and Family
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Director, Robert & Maggie Bras and
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Professor, Medicine and Pharmacology
Senior Staff Physician, Department of Medical
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President & CEO
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Together We Make Life Better

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*Donations may be made through The Princess Margaret Hospital Foundation
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