



The Silver Anniversary Daffodil Ball

benefiting
the **Canadian Cancer Society**
and celebrating **25 years**

was held in Montreal on Thursday, April 19
and raised

\$2 million net

The Canadian Cancer Society expresses its heartfelt thanks to the Daffodil Ball Co-Chairmen:

Alfredo A. Barrios
Chief Executive, Aluminum
Rio Tinto

Stuart M. Elman
Managing Partner
Persistence Capital Partners

Mario Plourde
President and Chief Executive Officer
Cascades

Richard Voyer
Executive Vice President and Chief Executive Officer
Soprema

and the following major sponsors and donors:

3-year pledges

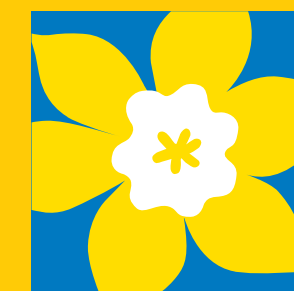
Great-West Life, London Life and Canada Life
KPMG
Quebecor



Boralex
Deloitte
IBM
Loblaw Companies Limited
National Bank Financial
Raymond Chabot Grant Thornton



This advertisement was generously donated by
The Gazette
Proud supporter of The Daffodil Ball for 19 years



**Canadian
Cancer
Society**

**Société
canadienne
du cancer**

Since the inaugural Ball in 1994,
The Daffodil Ball in Montreal has raised

\$33.8 million net

Research is the key

Across Canada, the Canadian Cancer Society funds more cancer research, on more types of cancer, than any other national charity:

\$293 million in the last 5 years

Funding applications undergo rigorous peer review by panels of scientific experts, to ensure that the most promising projects are supported.

Thanks to research, survival rates for many cancers have improved dramatically.

	Canadians diagnosed in 2017 (estimated)	5-year relative survival ratio	
		Today	25 years ago
All cancers combined	206,200	60%	53%
Prostate cancer	21,300	95%	86%
Breast cancer (female)	26,300	87%	82%
Colorectal cancer	26,800	64%	55%
Melanoma	7,200	88%	84%

Funds raised for the Canadian Cancer Society are also used to:

- Offer support for patients living with cancer and their families
- Promote healthy lifestyles and strategies to reduce cancer risk
- Provide information on cancer, treatments, prevention and support services
- Advocate for public policies to improve Canadians' health

Donations have made a huge impact. However, the Canadian Cancer Society still cannot fund 60% of all priority-rated research projects.

That's too many lost opportunities
More funding is urgently needed

Visit cancer.ca