

## **Media advisory - Stephen Lewis Asks Students to Lead Fight Against Cancer**

### ***Campaign to Control Cancer Kicks off The People vs. Cancer Speaking Tour***

TORONTO, Sept. 14, 2011 /CNW Telbec/ - The Campaign to Control Cancer (C2CC) is proud to launch The People vs. Cancer Speaking Tour featuring Stephen Lewis, former Canadian Ambassador to the United Nations and United Nations Special Envoy for HIV/AIDS in Africa. Mr. Lewis will encourage young people to take a leadership role in the fight against cancer and address the moral imperative for Canadian leadership. The speaking tour is inspired by the United Nation's first Global Summit on Noncommunicable Diseases being held September 19-20, 2011 in New York City. The only other UN summit to focus on a global health issue was the HIV/AIDS summit in 2001.

One in three Canadians will face a cancer diagnosis in their lifetime. The C2CC estimates that cancer rates can be cut in half in one generation simply by acting on and implementing what we know already in areas like tobacco control, maintaining a healthy weight and diet, regular physical activity, limiting alcohol consumption, avoiding tanning beds and UV exposure, and screening at-risk and vulnerable populations.

#### **Who:**

- Stephen Lewis, former Canadian Ambassador to the United Nations and United Nations Special Envoy for HIV/AIDS in Africa
- Dr. Simon Sutcliffe, Board Chair, Canadian Partnership Against Cancer and Past President, BC Cancer Agency
- Hugh O'Neill, President and CEO of Sanofi Canada

#### **Where:**

- **McMaster University**, Hamilton, Ontario  
Health Sciences Building, Room 1A1  
Wednesday, September 21, 2011, 4:00 to 6:00 pm
- **University of Calgary**, Calgary, Alberta  
MacEwan Student Centre Ballroom  
Thursday, September 22, 2011, 4:00 to 6:00 pm
- **Concordia University**, Montreal, Quebec  
Henry F. Hall Building, Alumni Auditorium (Room H-110)  
Wednesday, October 5, 2011, 5:00 to 7:00 pm

For further information:

Tour details can be found at [www.peoplevscancer.ca](http://www.peoplevscancer.ca). For more information or to schedule an interview contact:

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