

## **People vs. Cancer - Social change initiative, featuring Stephen Lewis, inspires action to beat cancer**

MONTREAL, Sept. 21, 2011 /CNW Telbec/ - Sanofi-aventis Canada is proud to be the national sponsor of People vs. Cancer, a speaking tour of three Canadian universities featuring Stephen Lewis, former Canadian Ambassador to the United Nations and United Nations Special Envoy for HIV/AIDS in Africa. The speaking tour, an initiative of the Campaign to Control Cancer (C2CC), will highlight the United Nation's September 19-20, 2011 high level meeting on the prevention and control of noncommunicable diseases and address the moral imperative for Canadian leadership. Tour details can be found at [www.peoplevscancer.ca](http://www.peoplevscancer.ca).

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.

"Sanofi and People vs. Cancer share the same vision: people are the priority of and solution to our healthcare challenges in Canada," said Hugh O'Neill, speaker, event sponsor and President and CEO of sanofi-aventis Canada. "Everyone has to put patients first and find solutions that are focused on improved patient outcomes. Sanofi has been calling for transformational change in Canada and is eager to be part of the dialogue People vs. Cancer is creating between young people, academics, NGOs, government, as well as healthcare practitioners, institutions and companies."

Sanofi's support of the People vs. Cancer tour coincides with the Canadian affiliate's unveiling of its corporate logo for use in Canada. "The new logo reflects our company's mission: bringing hope to patients and improving collaboration between policy makers, researchers, healthcare providers and the public - like those brought together by the Campaign to Control Cancer - through a tireless commitment to improving the lives of people in Canada and around the world," said Mark Lievonon, President of Sanofi Pasteur Limited.

The launch of the new logo in Canada follows the company's launch at a global corporate level on May 6 and the US launch in early June.

The legal names of sanofi-aventis Canada Inc., based in Laval, and Sanofi Pasteur Limited, based in Toronto, will remain unchanged. The creative elements of the logo will apply to both Sanofi and Sanofi Pasteur.

### **About Sanofi**

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, rare diseases, consumer healthcare, emerging markets and animal health.

Sanofi is represented in Canada by the pharmaceutical company sanofi-aventis Canada Inc., based in Laval, Quebec, and by the vaccines company Sanofi Pasteur Limited, based in Toronto, Ontario. Together they employ more than 2,000 people across the country. With combined R&D investments of \$159.2 million in 2010, they are leaders in Canada's biopharmaceutical sector, a critical knowledge-based industry that generates jobs, business and opportunity throughout the country.

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