

Manitoba PC Caucus



NEWS RELEASE

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For Immediate Release

Childhood Cancer Awareness Month marked in Manitoba

Official annual recognition will increase awareness of importance of fighting cancer in kids: Ewasko

Gold ribbons and gold balloons have become visible in our province in the past several days, as September is now officially recognized as Childhood Cancer Awareness Month in Manitoba. This official annual recognition has come about through a private member's bill introduced by Wayne Ewasko, Progressive Conservative MLA for Lac du Bonnet, and passed into law in the Legislature last year.

"It's very important for Manitobans and all Canadians to become more aware of the devastating effects of all forms of cancer on children and their families," said Ewasko. "We need to educate the public about childhood cancer and support the many families who deal with this disease daily. Recognizing every September as Childhood Cancer Awareness Month will help to do that."

The Canadian Cancer Society and other organizations in Canada and around the world recognize September as Childhood Cancer Awareness Month. CancerCare Manitoba and the CancerCare Manitoba Foundation undertake activities because of this recognition. The official symbol of childhood cancer awareness is the gold ribbon.

When 11-year-old cancer survivor Abigail Stewart wanted to raise awareness in Winnipeg for Childhood Cancer Awareness Month, she turned to PC MLA James Teitsma. Together they are working with local automobile dealerships and other businesses to display thousands of specially marked gold balloons and to collect donations for Abby's Balloons for Childhood Cancer, a community initiative for the Canadian Cancer Society.

Approximately 60 children in Manitoba and more than 1,400 children across Canada are diagnosed with cancer every year, and there are an estimated 30,000 survivors of childhood cancer in this country. The survival rate for children with cancer is more than 80 per cent, a dramatic increase from 30 years ago.

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