

PRESS RELEASE – immediate release

Cancer Centre Receives Initial Boost Towards New Fundraising Goal

After successfully fundraising to purchase two digital mammography machines in 2008, and establishing itself as Bermuda's leading Digital Mammography centre, Bermuda Cancer and Health Centre (BCHC) is launching its new fundraising initiative, to ensure that the community has access to the latest technology available for the early detection of cancer.

BCHC is looking to raise \$750,000 over the next two years in order to upgrade its equipment and patient support systems; thereby increasing early cancer detection and decreasing the time between screening and diagnosis.

“Our focus continues to be our patients,” comments Patricia Rowse, Head Technologist, Bermuda Cancer and Health Centre. “Our patients can feel confident knowing that our highly trained staff continues to work with the best screening and diagnostic equipment available.”

The Green Family, represented here by Mr. Peter Green and his son Mr. Andrew Green, have generously launched the 2010/2011 fundraising campaign by donating \$50,000 toward the purchase of a new ultrasound machine. This new equipment, which is replacing an existing machine, will be an important tool for diagnostic and clinical evaluation.

“We are immensely grateful to The Green Family for their continued support of Bermuda Cancer and Health Centre”, says Tara Soares, Executive Director, Bermuda Cancer and Health Centre. “Through the continuous financial support of the community, we are achieving our goal of offering quality clinical services.”

Bermuda Cancer and Health Centre now offer a variety of services to support patients and the local medical community in receiving timely, accurate screening. These include: a full range of ultrasound scans, all provided by a highly trained technologist with specialised skills in high-risk obstetrics; the island's leading Digital Mammography providing diagnostic and screening results, accredited by the Canadian Association of Radiologists; and Bone Densitometry for the early diagnosis of osteoporosis, carried out with the newly installed Hologic Bone Densitometer.

Early detection saves lives and reduces the impact of serious health conditions. Family physicians can discuss personal risk factors and then advise patients on the recommended screening ages for breast cancer and osteoporosis. A referral from your physician to Bermuda Cancer and Health Centre for any of our services will provide access not only to the latest technology, but also the most cost efficient; all provided in a relaxing environment with skilled and friendly staff.

We feel assured that with the support of the people in our community, Bermuda Cancer and Health Centre will reach its target, and will continue to advance the cancer healthcare available in Bermuda through its investments in people, medicine, and technology, now and for the future.

Notes to editors:

- The Bermuda Cancer and Health Centre is one of Bermuda's oldest non-profit Charities #070, and an International Charitable Fund 501c (3)
- Bermuda Cancer and Health Centre is dedicated to educating the community about prevention and early detection of cancer and other health issues impacting Bermuda and to provide access to early detection screening, health supplies, information and educational services
- Hours of operation: Bermuda Cancer and Health Centre is open Monday to Friday from 8:00am to 6:00pm
- Appointments are required for all services, but emergency patients will be accommodated.
- Bermuda Cancer and Health Centre also offer:
 - Ultrasound - Offering a full range of ultrasound studies, including; OB/GYN, abdominal, soft tissue (i.e., thyroid) and testicular ultrasounds.
 - Digital Mammography - State-of- the-art Digital Mammography service for screening and diagnostic mammograms continues to offer residents the latest technology in the fight against breast cancer. The Digital Mammography service is accredited by the Canadian Association of Radiologists, an important designation that is attained only at facilities where staff, equipment, radiation dose, and imaging quality meet stringent standards.
 - Bone Densitometry Studies - Assisting in early diagnosis of osteoporosis. Bone density studies with the newly installed Hologic Bone Densitometer.
- **Medical disclaimer**
 - Information on Bermuda Cancer and Health Centre website (www.chc.bm and www.ccis.bm) is intended to be used for general information only and should not replace consultation with healthcare professionals. Consult a qualified healthcare professional before making medical decisions or if you have questions about your individual medical situation.
 - The Bermuda Cancer and Health Centre makes every effort to ensure that the information on www.chc.bm and www.ccis.bm is accurate and reliable, but cannot guarantee that it is error free or complete.
 - The Bermuda Cancer and Health Centre does not endorse any product, treatment or therapy; neither does it evaluate the quality of services operated by other organizations mentioned or linked to on www.chc.bm or www.ccis.bm
- For further information about Bermuda Cancer and Health Centre visit www.chc.bm
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