



BERMUDA CABLEVISION SPONSORS BERMUDA CANCER AND HEALTH CENTRE'S SEMINAR, "BERMUDA'S GENETIC LINK TO BREAST CANCER"

(Hamilton, Bermuda – October 7, 2010) – Bermuda CableVision is sponsoring a seminar organised by the Bermuda Cancer and Health Centre. Entitled "Bermuda's Genetic Link to Breast Cancer," the seminar is being held on Tuesday, October 12, at BUEI, in the Overlook Lounge. Admission is free and refreshments will be served at 5:30 pm, followed by the seminar at 6.30pm.

Members of the public are invited to attend this important update on a study, which has been ongoing for the past two years. The information will be presented by Dr. Kevin Hughes, Surgical Director, Breast Screening, Massachusetts General Hospital, and Medical Director, Bermuda Cancer Genetics and Risk Assessment Clinic.

Dr. Hughes initiated the study with the goal of identifying Bermudian women who may be genetically predisposed to developing breast or ovarian cancer at an early age. Since between five and ten percent of cancers are hereditary, by identifying those at risk through advanced screening techniques, it is possible to take early steps toward detection and treatment, thereby saving more lives. Rhonda Smith-Simmons, Education Officer at Bermuda Cancer and Health Centre, says: "It is important to be aware that while it is rare for men to develop breast cancer, it does occur, and men can also carry the mutation gene, which predisposes their daughters to develop breast cancer."

The Bermuda Cancer Genetic Risk Assessment Programme allows women on the island to be screened at a number of different levels. Those who are identified as being in the higher risk category due to family history, can then go on to have more advanced tests to determine if they have the mutation genes known as BRCA1 and BRCA2. Since these tests are costly, Dr. Hughes and his team worked with the Health Insurance Association of Bermuda to secure the support of on-island health insurance providers in covering the costs.



The programme includes patient education and evaluation. For those identified to be at high risk, Dr. Hughes and his team will work with the patient's local doctor to determine a plan of care.

Terry Roberson, General Manager of Bermuda Cablevision, says: “It’s very important for our company to support an event such as this. Almost everyone on this island has seen the serious effects of not finding cancer in the early stages and we are proud to be working with Bermuda Cancer and Health Centre to help bring this important information to the Bermuda public.

“Genetic testing is a critical new tool in the fight against breast cancer, and this study will hopefully bring many closer to early detection and prevention. As part of Breast Cancer Awareness Month, now in its 25th year, CableVision will also be placing collection boxes in our offices to help support Bermuda Cancer and Health Centre in their efforts to raise funds for diagnostic equipment and support systems. We hope the public will be generous in their support of these programmes and that greater awareness will be generated through this and other initiatives going on all over Bermuda this month.”

For more information, visit the Bermuda Cancer and Health Centre web site at: www.chc.bm

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