

**MYÉLOME
CANADA**



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Uniquely devoted to the Canadian myeloma community

The Molly and David Bloom Chair in Multiple Myeloma Research at the Princess Margaret Hospital

Toronto, ON, July 16, 2009

A Canadian First

The Princess Margaret Hospital (PMH) has achieved an international reputation as one of the leaders in the fight against cancer. Ever since the 1970's, under the leadership of Dr. Daniel Bergsagel, the Princess Margaret Hospital has been recognized as a leading institution in the investigation and treatment of multiple myeloma. Over the last decade the myeloma program has grown significantly, and currently over 250 new myeloma patients are treated each year making PMH one of the top five myeloma centres worldwide.

What is a Chair?

The concept of a Chair originated in the middle ages, when teaching was said to be done "from the chair," meaning the teacher sat during instruction. Still considered the highest academic honour, the establishment of a Chair provides the reliability of an endowed fund to recruit and retain a site-specific, renowned medical researcher who is able to conduct groundbreaking cancer research.

The Bloom Chair in Multiple Myeloma Research at The Princess Margaret will be established with gifts totaling \$3 million. The first of its kind in Canada and the second in North America, the Chair will focus on new drug development and enable PMH to bring more drugs to market at a faster pace for the benefit of patients everywhere.

How the Bloom Chair Will Make a Difference for Multiple Myeloma Patients

Since 2003, several new drugs have been approved and are available for treating multiple myeloma, including Velcade®, and more recently, Revlimid®. In fact, there are many new drugs on the horizon but it is only with continued research that they will be proven effective and come to market.

The Molly and David Bloom Chair in Multiple Myeloma at The Princess Margaret Hospital will:

- Support a leader with dedicated time and resources to conduct research and train the next generation of physicians and scientists;
- Provide the necessary clinical trial support to bring more drugs to market in less time;
- Provide secure resources that will allow the pursuit of more prolific research; and
- Embark on additional patient trials through the hiring of new clinical and research coordinators.

How You Can Make a Difference

Myeloma Canada applauds this visionary initiative and encourages the financial support of the myeloma community across Canada. Donations in support of the Chair can be made through your sponsorship of the "Prairie Pedal" national fundraiser. To make a donation, visit www.prairiepedal.com