

Telus Tour for the Cure Launch

**Premier Gordon Campbell
September 20, 2004**

Check Against Delivery

I am pleased to be here with a number of my colleagues. I say thank you to them for coming this morning as well. The Attorney General of British Columbia, Hon. Geoff Plant joins us. Colin Hansen, the Minister of Health Services, is with us here on the podium. Joyce Murray, the Minister of Management Services, joins us today. Richard Stewart, the MLA for Coquitlam-Maillardville, joins us today. Val Roddick, the MLA for Delta South, is with us. Harry Bloy, the MLA for Burquitlam, is here today. Val Anderson, the MLA for Vancouver-Langara, joins us. Lorne Mayencourt, the MLA for Vancouver-Burrard, is with us here as well today.

We are not going to stop until we eliminate breast cancer from our future in British Columbia and in Canada.

This is something that I am absolutely convinced of: if we commit ourselves to this goal, if we continue to build on the spirit of success that has taken place and the love that has been shared across communities in every community of this province, we will be successful, and we will continue to lead.

You know, we have to have 962,125 women in British Columbia willing and able to go and have a mammogram each year. Right now, about 49 percent of women who are over 40 actually have a mammogram. We're falling 51 percent short, and there are probably a number of reasons for that. One of them may well be the information that we've provided to women across the province about how important it is for those exams.

Today I am very pleased to announce a major initiative to share the information, and to bring that information to people, and to their lives, and to their communities, because we know how important this could be.

Breast cancer touches our mothers, our sisters, our daughters and our friends. This year alone three very close friends of mine have been diagnosed. Three friends of mine are going to live year after year because of the work that has been done in the past.

But we are still not at a 100 per cent cure rate, and we need to get there. We need to get there with research; we need to get there with support; we need to get there with facilities; we need to get there with health care professionals; and we need to get there with the family support that's so critical as we move through the years ahead.

We have made great, great progress in the last number of years. But we cannot be satisfied with the progress we have made. We will be satisfied when we have eliminated breast cancer from the future of women across our country.

Early detection already increases survival rates for women by 85 per cent. So we are going to continue to pursue this goal of informing people all over British Columbia in every community, in rural communities and remote communities, as well as in our urban communities, because we know how critical this is.

I particularly want to thank Darren Entwhistle from Telus for the leadership that he and the Telus family have shown in helping us make this dream a reality. It is when we all come together - the care professionals, our families, our community leaders, our corporate enterprises - that we know that we can succeed.

So on behalf of my colleagues let me say thank you. On behalf of my colleagues, let me say we will not quit. And on behalf of my colleagues let me remind all of you the finish line is getting closer and closer. If we remain committed, if we remain focused, if we continue to reach out to one another and provide the love and support that's so important as we deal with this incredibly difficult issue for families across our province, I know we will succeed in British Columbia.

Thank you very much.