



News Release

Alberta Cancer Foundation launches \$30 million fundraising campaign for Cross Cancer Institute

Edmonton –The Alberta Cancer Foundation kicked off We Cross Cancer, a \$30 million fundraising campaign for the Cross Cancer Institute today, announcing more than \$16 million already raised for the cancer hospital.

The Cross Cancer Institute was built in 1968 and is bursting at the seams, trying to keep up with the increasing need as more Albertans walk through its doors every year. The Cross has always provided excellent care in an environment rich with groundbreaking medical research. This campaign will allow staff and researchers to ensure better and more innovative treatment options are available for patients. A key piece of the campaign is doubling the number of patients put on clinical trials every year, from 500 to 1000.

The campaign will also help expand the pharmacy, create a specialized clinical trials unit, relocate and expand the existing chemo and day-treatment spaces, develop a virtual care hub, build a provincial centre of excellence for brachytherapy, and support home-grown innovations and research.

“This campaign is all about ensuring patients and families don’t cross cancer alone,” says Wendy Beauchesne, CEO of Alberta Cancer Foundation. “Thanks to a passionate volunteer campaign cabinet, generous donors, and some of the brightest and most compassionate minds in cancer research and care, we will work together to change the way we treat cancer.”

Dr. Mark Joffe, VP and Medical Director Cancer Care Alberta, Clinical Support Services and Provincial Clinical Excellence with Alberta Health Services, recognizes how this campaign will benefit Albertans. “By providing the space and resources for new clinical trials, creating a brachytherapy centre of excellence, developing a virtual care hub for our patients, and by relocating and expanding pharmacy and chemotherapy spaces, this campaign will make a life changing difference for many Albertans.”

Led by campaign co-chairs and community philanthropists, Angus Watt and Cory Janssen, and a dynamite cabinet of volunteers, the campaign is hoping to reach its goal by Dec 31, 2022.





"I've lived in this city for a long time and I know the Cross Cancer Institute fairly well from my family's own experience—people know it as a place that provides such compassionate care," says Watt. "Within that building are some of the smartest minds in cancer research, collaborating, asking important questions and revolutionizing the way we treat cancer through clinical trials. We need to continue that momentum with more made-in-Alberta solutions to cancer. We Cross Cancer will help."

Link to drive, with video, logos, etc: [MEDIA KIT: WE CROSS CANCER](#)

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