

Media Release

Guelph High School Students Give \$293,988 to Childhood Brain Cancer Research

LONDON, CANADA, April 9 2016 – An anniversary was made even more special on Saturday, April 9 when an announcement was made at John F. Ross Collegiate and Vocational Institute (Guelph, ON) that \$146,994 will be donated to Brain Tumour Foundation of Canada's childhood brain cancer research grant – smashing the school's original goal of \$50,000.

After issuing a fundraising challenge to the six other local high schools, John F. Ross capped off the 12-week pledge drive with the 10th anniversary of *ten 4 ten*, a headshave and haircutting event first hosted at the school in 2006. Ross teacher Mark Yanchus first developed the idea of *ten 4 ten* as a tribute to the memory of his brother who had died twenty years earlier. At the time, one of Yanchus' co-workers lost her mother to a brain tumour and another of his colleagues had an eight-year-old daughter with a brain tumour. Today, that same eight-year-old is 18 and a Grade 12 student at John F. Ross. "This event started as something personal to me, but has evolved into a collective celebration that has brought our entire community, pupils, teachers, schools, corporate sponsors together. *ten 4 ten* has been an opportunity to share our collective stories around cancer, to feel a lot less alone in our grief. We have smashed the sound of silence and are speaking up to cancer, very loudly" explains Yanchus.

The money raised through *ten 4 ten* will fund a special project led by Brain Tumour Foundation of Canada, in partnership with Brain Canada and the Canadian Cancer Society. "We know that a child's fight with cancer doesn't end with treatment, and they are often left with devastating side effects that changes their life forever," says Brain Tumour Foundation of Canada CEO, Susan Marshall. "We are sincerely grateful to Upper Grand District School Board and the entire community of Guelph for what they have achieved. The research that they are helping to fund is life altering and will help children not only survive but thrive." The partnership between the three organizations will match the Guelph students' contributions dollar-for-dollar, bringing the overall donation to the research project to \$293,988. The funded project is led by renowned brain cancer researcher, Dr. Michael Taylor, at SickKids in Toronto, ON.

Donations will continue to be collected until the end of April 2016. More information can be found at www.braintumour.ca/ten4ten.

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About the Research

Medulloblastoma is the most common childhood brain cancer. But kids who survive a diagnosis and are treated with chemotherapy or radiation are more likely to develop severe health and learning problems.

Renowned cancer researcher, Dr. Michael Taylor (Toronto, ON), was the first to discover that medulloblastoma wasn't just one form of brain cancer, but four distinct types – each with their own DNA footprint. Now Dr. Taylor and his team want to know how each type of medulloblastoma changes in response to treatment, and how to develop personalized care for every child diagnosed, so the most aggressive treatments are only used when needed and gentler treatments can be explored.

About Brain Tumour Foundation of Canada

Every day in Canada, 27 people are diagnosed with a brain tumour. That's 10,000 new diagnoses each year. Brain Tumour Foundation of Canada is the only national charity that offers information and support to patients affected by any kind of brain tumour – be it cancerous, non-malignant or metastases. The organization also funds ground-breaking research across North America and, since 1982, has dedicated over \$4 million to finding a cure and improving treatment for brain tumour survivors. Learn more at Brain Tumour Foundation of Canada's website: www.BrainTumour.ca.

About the Upper Grand District School Board

The Upper Grand District School Board serves approximately 34,000 students through 65 elementary schools and 12 secondary schools in the City of Guelph, County of Wellington and County of Dufferin. Student success is the goal of over 3,000 dedicated teaching and support staff who are aided by the contributions of caring volunteers and community partners. www.ugdsb.on.ca.

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