

Candid Facts

50 YEARS  Canadian Cystic Fibrosis Foundation

Volume 4, Winter 2010

www.cysticfibrosis.ca

Breathing life into the future®

Thank you, Cathleen!

For 30 years, Cathleen Morrison has led the Canadian Cystic Fibrosis Foundation as its Chief Executive Officer. In early 2011, Cathleen will retire from employment with the Foundation.

When Cathleen joined the Foundation in 1981, half of all Canadians with cystic fibrosis (CF) weren't expected to live beyond their 22nd birthday. Meeting some of these children with CF, she says, fuelled her personal quest for a cure.

"They would say 'please don't tell my mom and dad how bad this disease is. I can handle it myself, but I don't want my parents to know...'"

Over the years, Cathleen guided the Foundation through many important breakthroughs, including the discovery of the gene responsible for cystic fibrosis in 1989. Indeed, it was with the help of her leadership that the Canadian Cystic Fibrosis Foundation is now a world-leader in the fight against this devastating disease.

Cathleen's vast knowledge of the science behind cystic fibrosis, coupled with her caring and empathic nature, have made her popular with the CF community in Canada.

"She is always the master of diplomacy, demonstrating quiet exemplary leadership, charm and wisdom," said Wally Speckert, a



Cathleen Morrison, Chief Executive Officer of the Canadian Cystic Fibrosis Foundation for 30 years, is looking forward to spending more time with her grandchildren as she enters retirement.

50-year-old Ottawa man with cystic fibrosis. Wally has been a long-time volunteer with the Foundation, and has worked closely with Cathleen over the years. "We will miss her dearly, but we're all the better for her efforts and dedication."

With her last days at the Foundation near, Cathleen speaks

on the highlight of her time with the CCFE.

"The greatest reward has been the change in life prospects, and the outlook, for Canadians with cystic fibrosis," said Cathleen. "And many of the adults of today, I first knew as children."

Continued on page 12

What is cystic fibrosis?

Cystic fibrosis (CF) is the most common, fatal, genetic disease affecting Canadian children and young adults. A build-up of thick mucus in the lungs causes severe respiratory problems. In addition, mucus build-up in the digestive tract results in extreme difficulty in digesting and absorbing adequate nutrients from food.

CCFF Mission

The Foundation's mission is to help people with cystic fibrosis. The Foundation:

- funds research towards the goal of a cure or control for CF;
- supports high quality CF care;
- promotes public awareness of CF; and
- raises and allocates funds for these purposes.

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Year-end Message

50 Years of Progress

The past year was very special for the Canadian Cystic Fibrosis Foundation. As we marked this charity's 50th Anniversary, we took advantage of the opportunity to look back on the remarkable progress made in Canada in the fight against cystic fibrosis, and to connect with and convey our heartfelt gratitude to many volunteers, stakeholders and supporters who, over the years, have championed the CF cause.

For all of us, the highlight of this 50th Anniversary Year was the deeply rewarding news that young Canadians with cystic fibrosis are now living much longer than ever before. Fifty years ago, most children with cystic fibrosis did not live long enough to attend kindergarten; today, in Canada, half of all persons with cystic fibrosis are expected to live into their 40s, and even beyond. Recent reports of the Canadian CF Patient Data Registry (CPDR), maintained by the Foundation, document authoritatively the dramatically changing profile of cystic fibrosis throughout this country. And according to all reports, persons with CF in Canada are living longer than their counterparts anywhere else in the world.

Last May, our 50th Anniversary Annual Meeting and Conference in Ottawa provided a unique opportunity to place a spotlight on the successes of Foundation-sponsored research. Members of Parliament delivered congratulatory messages in the House of Commons; and later, at a special reception,

Foundation leaders, including members of the Adult CF Committee, interacted with Parliamentarians, and offered personal testimonies about the value and importance of public and private investment in health research in Canada.

During 2010, in keeping with a strongly-held commitment to funding high-quality research and care, your Foundation joined with the Canadian Institutes of Health Research in support of The Canadian Microbiome Initiative (CMI). Within this major international endeavour, the Foundation will co-fund a highly-rated research project studying the diversity and interactions of bacteria, fungi and viruses in CF-affected lungs. Identifying the microbial communities – or microbiomes – living in the respiratory system will expand our understanding of the role that microbes play in the severity and progression of cystic fibrosis – and in a range of other conditions, as well. While the Foundation's contribution is \$50,000, overall, this individual research project within CMI will receive \$2.5 million. In other words, modest support on our part is leveraging a substantial investment in CF research in Canada!

Very recently, too, your Foundation forged a new, and important collaboration with The University of British Columbia: the "Cystic Fibrosis Technology Initiative". In partnership with the University, the Foundation aims to



*Debra Berlet,
President*



*Cathleen Morrison,
Chief Executive Officer*

help bridge the gap between cystic fibrosis research and clinical care, by providing leading Canadian researchers with a competitive opportunity to develop their potential therapies, and make these more attractive to industry. More about this innovative program in 2011!

Meanwhile, during 2010, community volunteers of the Foundation engaged in a special 50th Anniversary campaign to raise an additional half-million dollars for cystic fibrosis research, through a chapter-based, individual giving campaign. As well, Shinerama, Canada's largest post-secondary school fundraiser, enjoyed another successful year. And in the spring, there was wonderful news that our Great Strides™ walk grossed a record \$2.7 million!

At the same time as seeking vital dollars for research and clinical care, your Foundation continues to place high importance on issues affecting Canadians with cystic fibrosis in their every-day lives. Thanks to an initiative of the Foundation's Adult CF Committee, we are now partnering with Ingle Insurance to provide specialized information on insurance options and products available to people with cystic fibrosis. Please visit www.cystisfibrosis.ca, and search for "insurance".

As we reflect on the achievements of 2010, we acknowledge with profound appreciation our longest-standing supporters, the members of Kin Canada. Since the Kin-CCFF partnership began in 1964, friends at Kin Canada have contributed more than \$38 million in support of the Foundation's work! The year 2010 marked as well the 25th Anniversary of the Foundation's partnership with Advocis. A loyal supporter of the Canadian CF effort, this association of Canadian financial advisors is targeting this year a \$250,000 contribution to the Foundation.

To promote greater public awareness of the CF cause in the Foundation's 50th Anniversary Year, Celebrity Patron, Céline Dion, graciously recorded a 50th Anniversary television advertisement. Placement of the ad was generously sponsored by Abbott Products Inc. and Merck. In addition, *65_RedRoses*, the touching documentary about Eva Markvoort, a young woman with CF, waiting for a life-saving lung transplant, and *OXYGEN*, a Belgian drama that won the top prize at the Montreal World Film Festival, attracted and engaged the attention of important new audiences.

To support the efforts of all our volunteers, and to accelerate progress towards the goals we share, in 2010 we launched into the investment phase of an ambitious strategic plan aimed at growing the Foundation's resources and output. We look forward to keeping in touch with you concerning our specific goals, plans and results. For now, kindly note this important step towards strengthening the Foundation's brand: on February 1, 2011, the Foundation will adopt a new name, Cystic Fibrosis Canada, and a new, more contemporary logo (see pg. 9).

Finally, during this Holiday Season, we extend to you our profound gratitude, and our sincerest wishes for happy times with family and friends. With you, we look forward to a New Year filled with hope, promise and accomplishment, as together, we move ever closer to a cure, or an effective control for cystic fibrosis. ☺

I would be remiss if I didn't mention that after nearly thirty years of distinguished service to the cystic fibrosis cause, Cathleen Morrison, our Chief Executive Officer, has advised the Board of Directors that she will retire at the end of January 2011. We are deeply grateful to Cathleen for her leadership during all these years. A search is underway for a new CEO. We look forward to announcing the successful candidate at the earliest possible opportunity.

Debra Berlet, President



Working to improve “gift of life” rates

For nearly a year, the Canadian Cystic Fibrosis Foundation has worked closely with Canadian Blood Services in an effort to improve Canada’s organ and tissue donation and transplantation (OTDT) system.

Transplantation saves and improves the lives of thousands of Canadians each year. However, organ and tissue donation rates have remained relatively flat over the last decade – and as the population ages and potential organ failure-causing diseases like diabetes and heart disease become more prevalent, it is expected that the demand for transplants will increase dramatically in coming years.

With this in mind, Canadian Blood Services was mandated by the federal, provincial and territorial governments to work with the OTDT community to design a system to improve the performance of organ and tissue donation and transplantation in Canada, and ultimately to help save and improve more Canadian lives.


Canadian Blood Services’ approach has been to consult broadly with thousands of stakeholders—including transplant recipients, families, donors, medical experts and patient groups—to determine what’s already working in the system today, what aspects could be improved, and what values a new system should be built on.

Ensuring any new system meets the needs of Canadians with cystic fibrosis has been an important aspect of the work. The Canadian Cystic Fibrosis Foundation has spoken out strongly in favour of measures that will help increase the pool of donors, and of initiatives that will enable more people with cystic fibrosis to get access to the lung transplants that they desperately need.

Canadians across the country have echoed those sentiments.

Consultations with leading experts in lung transplantation and those investigating new techniques to improve the viability of donated organs have played an important role, and we will continue to work with those groups as we move forward.

Canadian Blood Services will present a series of proposed options to the Deputy Ministers of Health this December, with final recommendations to follow in the spring.

Visit www.blood.ca/speakup to learn more about Canadian Blood Services’ OTDT mandate, to stay up to date on the progress of the new system design, or to find out how you can get involved. You can also download copies of the reports from Canadian Blood Services’ public engagements on this topic, and get your complimentary copy of the Kitchen Table Conversation Kit designed to help you have a discussion about organ and tissue donation with your friends, family or colleagues. 

DONATING MADE EASY

Consider making a donation to help fight cystic fibrosis today. Your support will help us in the search for a cure.

There are a number of ways to contribute to the CCFF:

- on-line donations are accepted at www.cysticfibrosis.ca
- donate by phone at 1-800-378-2233
- mail your contribution to:

Canadian Cystic Fibrosis Foundation

2221 Yonge Street, Suite 601,
Toronto, ON M4S 2B4.

You may wish to consider joining the Breath of Life® monthly giving program to spread your donation over twelve months through automatic deductions from a chequing account or credit card.



Understanding bacteria

“The Good, The Bad, and The Ugly: the bacteria in our airways usually protect us from infection, but dormant pathogens can be provoked into behaving badly by seemingly good bacteria” – Dr. Michael Surette (McMaster University)

Microbial cells – including bacteria, fungi, and viruses – outnumber the human cells in our body ten to one! Yet the role these microbes play in human health and disease is still not well understood.

Some microbes help us digest plant fibers, while others produce essential nutrients. Most, however, remain elusive simply because they cannot grow outside the human body.

Changes in the trillions of microbial residents on and in the human body have been linked to chronic diseases, including digestive disorders, asthma, diabetes, and cancer. Researchers are eager to characterize our microbial residents to further understand how they impact our health and determine if there is a core set of microbes shared among humans.

In 2007, the National Institutes of Health launched the Human Microbiome Project (HMP) with the mission of cataloguing the vast microbial communities, or microbiomes, in five body sites – the nose, mouth, digestive tract, skin, and urogenital tract. They also aim to determine the microbiomes’ influence on human health, as well as how they change in response to drugs or environmental factors.

As part of an international collaborative effort, the Canadian Institutes of Health Research (CIHR) - Institute of Infection and Immunity – launched the Canadian Microbiome Initiative (CMI) to align with the HMP and



Dr. David Guttman and his team of researchers at the University of Toronto are investigating the microbiome in cystic fibrosis lungs.


to help Canadian researchers take a leading role in the field of microbiome research.

Dr. David Guttman (University of Toronto) is one of the CMI researchers co-funded by the Canadian Cystic Fibrosis Foundation and CIHR. Dr. Guttman’s team is characterizing the microbiome in the cystic fibrosis lung throughout a person’s life, and following antibiotic treatment. Not only are they identifying the dynamics of common infectious bacteria, such as *Pseudomonas aeruginosa*, but also investigating the composition and role of fungi and bacteriophages.

“The ultimate goal of our investment in the Canadian Microbiome Initiative is to improve the lives of people with cystic fibrosis,” said Cathleen Morrison, Chief Executive Officer of the Foundation. “We hope this research

will help CF clinic staff tailor therapies to each individual’s ‘microbial profile’, contributing towards better cystic fibrosis management and longer, healthier lives for the CF population.”

CF researcher, Dr. Michael Surette (McMaster University), is leading another CMI team, whose studies may lead to advances in CF care. His team is identifying the microbial communities in the nose, throat, mouth, pharynx, and sinuses, with a specific focus on how bacteria interact with each other and our immune system.

The Foundation is contributing \$50,000 over a five-year period to this \$14 million CIHR initiative that could lead to powerful new therapies and personalized treatments for people with cystic fibrosis. 

To serve, protect and inspire

If you've recently spent time in Halifax, Nova Scotia, you may have seen Chris Marinelli, 33, riding with the mounted unit of the Halifax Regional Police; what you may not have noticed is that Chris has cystic fibrosis.

"Growing up, I would hear so many horror stories," says Chris, who was diagnosed at eight months. "My grandmother's sister had six out of 12 kids with cystic fibrosis. My brother, now 30, and my sister, who is 23, also have CF. My parents were told that I wouldn't live to see my teenage years."

Chris was reading the newspaper one day when he noticed an ad for police officers and decided to apply. In 2000, he graduated from the PEI Police Academy and began working as a police officer with the Cape Breton Regional Police. Two years later, he joined the Halifax Regional Police. Chris, an avid horse rider, got his first horse when he was 12, and rode competitively until age 18.

It was his love for horses which later led to him being asked to join the mounted unit.

"I'm glad I said yes, because it's been the best aspect of the job thus far!"

Chris says helping people and seeing positive changes in his community because of his assistance has been highly rewarding.



Chris Marinelli, 33, of Halifax, Nova Scotia is a member of the mounted unit of the Halifax Regional Police.

To stay healthy and strong, Chris does an hour of physiotherapy every morning before he begins work at 8 a.m. Throughout the day, Chris has to take about eight enzyme pills per meal, and several more for snacks. Due to the nature of the job, Chris says he washes his hands very frequently to avoid getting possible harmful infections.

The officer says he is living his dreams. He has a great career, married the love of his life, and, with the help of in vitro fertilization (IVF), the couple is expecting their first child in the spring. His advice to others with cystic fibrosis is to always dream big and "just go for it." ☺



Chris and his wife, Joycelyn, on their wedding day. The happy couple is expecting their first child in the New Year.



One family, three times the love

Caring for identical twin girls can be twice the fun – you can dress them alike, they (sometimes) share toys and family pictures are doubly cute. However, eight-year-old twins Hailey and Madison share a little more than most twins; they have cystic fibrosis.

Diagnosed at 15 months, the Port Moody, BC twins' cystic fibrosis took their parents, Jacqueline Hubick and Kirk Gagne, by surprise.

"We knew nothing about cystic fibrosis, so we did a lot of research," said Kirk. "As we read about the symptoms, we both had a horrible moment of realization."

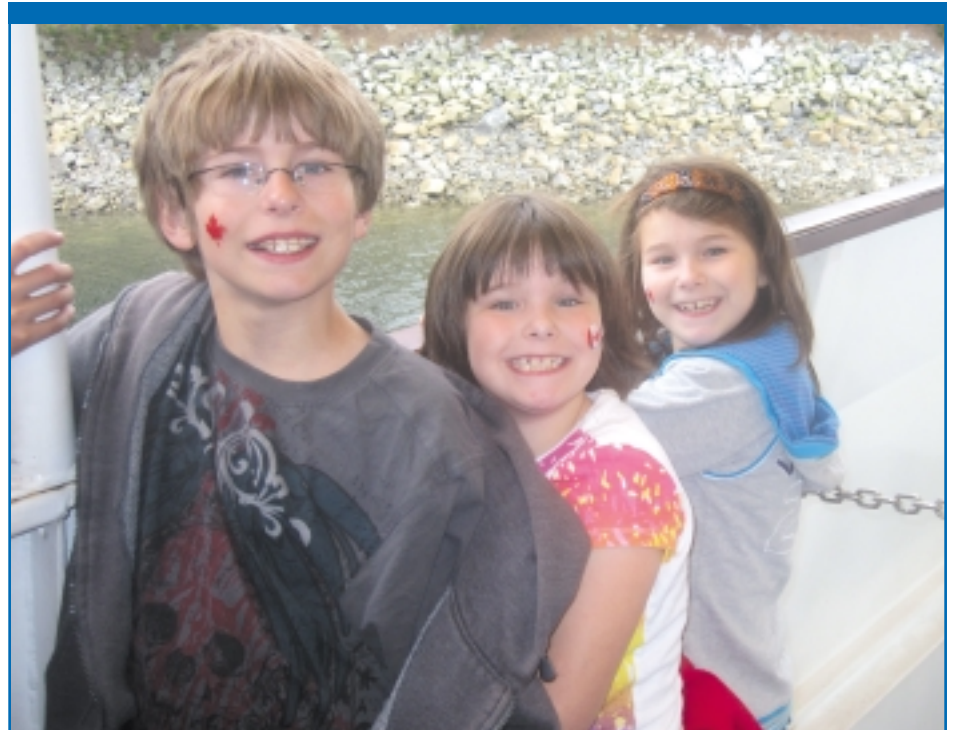
Cystic fibrosis, which affects the lungs and the digestive system, is sometimes confused with other breathing disorders like pneumonia or asthma. For years, the parents' four-year-old son, Roman, was thought to have asthma.

"As we were reading about the symptoms, we realized that maybe Roman had cystic fibrosis, too. We had him tested soon after, and the tests came back positive for CF."

Kirk and his ex-wife Jacqueline were crushed by their children's diagnoses.

"We felt helpless and scared. You thought you'd be going to France, so to say, and somehow, you end up in Italy. But, so what? You adapt and make the best out of the situation," says Kirk.

Today, Roman, 11, enjoys playing baseball, building model planes and wants to be a doctor when he grows up. His sisters are outgoing animal lovers with equally big plans for their futures. The family tries their best to cope with the children's cystic fibrosis, but Kirk admits it's a lot of work.



Roman Gagne, 11, with his twin sisters Hailey and Madison, 8. The Port Moody, BC siblings have cystic fibrosis.

"Between the three of them, the kids consume about 90 pills and do six hours of physiotherapy treatments every day," he says. "It's something we've been dealing with for about seven years now. Roman has a bit of a recollection of a time when he didn't have to go through all the daily routines, but the girls have no other memory since they were diagnosed at such an early age."

A typical day for the siblings starts at 6 a.m., which includes about an hour of physiotherapy before they go to school, and another hour of physiotherapy

before they go to bed.

"I'm looking forward to the day when we can do all three masks therapy at the same time, because right now we have to do them one at a time," says Kirk. "We'll get there."

As for his children's future, all Kirk hopes for is that they are happy and healthy, and follow their dreams.

"They can do whatever they want in life. I just ask that they're happy and stay strong. They say we're their heroes, but really, they're ours." ☺

Eva Markvoort's legacy lives on through 65 Red Roses

“A mark on the world, a difference, some proof that I had been here, something to say that I mattered, that when my body left this world my soul had made its imprint.”

*– Eva Dien Brine Markvoort
1984-2010*

Eva Markvoort, 25, lost her battle with cystic fibrosis in March, but the legacy she's left behind has made an immeasurable impact in Canada, and around the world.

Eva inspired many with her endless love and joy, even while facing death. Never one to be a passive bystander to her illness, she was a subject of the critically-acclaimed Canadian documentary, *65_RedRoses*. Her popular blog gave readers a touchingly frank look into the last few months of her life. In February, Eva received the Foundation's prestigious

Summerhayes Award for her outstanding work with the CCFE.

After she passed, 65 of Canada's leading artists – including Robert Bateman, Robert Genn, Michael Svob and Angela Au Hemphill – each contributed an 8 x 10" wooden tile with the artist's interpretation of a single red rose as a tribute to Eva. The tiles were then assembled into a marvelous bouquet of delicate, elegant, whimsical and quirky roses.

The project is the brainchild of Angela Au Hemphill, a highly

accomplished artist and an old friend of the Markvoort family.

This one-of-a-kind art project called 65 Red Roses has been donated by the Federation of Canadian Artists to the Vancouver/Lower Mainland Chapter of the Canadian Cystic Fibrosis Foundation to use as a fundraising tool to help find a cure for cystic fibrosis.

The painting is now prominently displayed at the BC Children's Hospital (BCCH), a place Eva and her family knew all too well.



"We spent countless hours at BC Children's Hospital during her younger years, and one of our favourite activities was to roam the halls with Eva to look at all the artwork on the walls," said Eva's parents, Janet Brine and Bill Markvoort. "It warms our hearts to know that the painting has found a home at BCCH, and that it will bring joy to the challenging times children and their families may spend there."

Over the past six months, those touched by Eva have raised more than \$125,000, through donations and various fundraising projects, including the 65 Red Roses painting, the Reddy for a Cure Campaign, the Edward Chapman WOMAN/Circa Ici 65 Red Roses Passion for Fashion fundraising initiative, and the Tandem Tour bike ride across Canada.

The painting will be a centerpiece for a broader

fundraising campaign for cystic fibrosis in months to come.

The Canadian Cystic Fibrosis Foundation thanks the Markvoort family for their ongoing support, and the BC Children's Hospital for hosting this special painting. Commemorative prints are available for purchase for \$65, plus shipping. To order, visit www.cfvancouver.ca or call 604-436-1158. ☎

Cystic Fibrosis Canada

Exciting News!

We are excited to announce that as of February 2011 we are changing our name and logo!

The Canadian Cystic Fibrosis Foundation will become Cystic Fibrosis Canada.

For 50 years, the Canadian Cystic Fibrosis Foundation has been a well-respected health charity and our commitment to finding a cure or control for cystic fibrosis (CF) is stronger than ever! By investing in high quality cystic

fibrosis research and care programs, we have helped Canadian children and young adults live longer, healthier lives; but there is more work to be done.

The new symbol, which portrays an adult and child flying a kite, better reflects the people we help, the disease and our aspirations. Cystic fibrosis affects

breathing and the kite communicates the movement of air. The image supports the role of our organization and our tagline, *Breathing life into the future*®.

To support Canadians with cystic fibrosis, donate today at www.cysticfibrosis.ca or call 1-800-378-2233. ☎



Partners a key ingredient to Great Strides™ success

In May, more than 8,600 people took part in 2010 Great Strides™ walk at over 50 locations across Canada. Our volunteers planned walks, helped spread the word, and raised \$2.7 million for this year's campaign. The Foundation also has many special corporate partners to thank for a record-breaking year:

Kin Canada:

As one of the first National Team Partners, Kin members raised nearly \$90,000 in 2010!



Siemens Canada:

Siemens Canada's strong support of the Great Strides™ walk grows every year. This year, Siemens Canada contributed more than \$120,000.



Advocis: In celebration of the 25th Anniversary of the Advocis-CCFF partnership, Advocis members joined Great Strides™ as its newest TEAM Partner, raising \$23,000.



Gilead Sciences Canada, Inc.:

A national partner since 2009, Gilead has provided cash sponsorship to help offset expenses for the walk.



Mac's Convenience Stores (Central Division):

Mac's began supporting the walk in 2009, and they've since raised nearly \$30,000 for the Great Strides™ campaign!



Zellers:

A long-time supporter of the Foundation, Zellers has provided discounts on incentive prizes for participants, donated Toronto Zoo passes, and many Zellers employees assisted with local fundraisers.



American Airlines: A strong supporter of the Foundation's Toronto & District Chapter Annual Gala, American Airlines has provided free flights for the walk's top fundraiser each year since 2005.



The Foundation thanks all partners, past and present, for their support in the fight against cystic fibrosis. For more information about partnership opportunities for the 2011 Great Strides™ walk, please visit us at www.cysticfibrosis.ca. ☎



CARSTAR uses Facebook to fight cystic fibrosis

CARSTAR Automotive Canada, long-time supporter of the fight against CF, is donating \$1 to the Foundation for every 'Like' their Facebook page receives, up to a maximum of \$10,000!

So far, the CF community on Facebook has been very supportive of this new initiative, and we are getting closer to our goal of 10,000 likes every day. Here are two of the posts on the CARSTAR page:



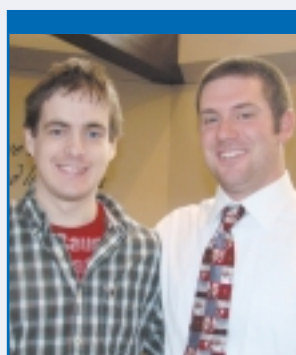
Ira Redwood's daughter

"I am a parent of a child with cystic fibrosis, and I want a cure or control found so that my daughter can outlive me. This was an easy way to contribute."

— Ira Redwood,
Grand Prairie, Alberta.

"My best friend Matthew has cystic fibrosis, and I'll do anything to help him and others with CF live longer lives. What a great idea from CARSTAR!"

— Andrew Guzzwell
from Mount Pearl,
Newfoundland.



*Matthew Cahill, left,
and Andrew Guzzwell*

If you are a Facebook user and would like to help CARSTAR meet its goal of raising \$10,000 for the Canadian Cystic Fibrosis Foundation, please visit www.facebook.com/carstarcanada and click 'Like'! ☺

One Dime at a Time



Kin Canada is embarking on a new national fundraising campaign in support of the work of the Canadian Cystic Fibrosis Foundation. The campaign, One Dime at a Time, asks Kinsmen and Kinettes to collect and save their change until 2014.

Funds raised will be presented as a special gift to the Foundation in celebration of the 50th Anniversary of the Kin-CCFF partnership in 2014. This special gift will be presented along with Kin Canada's annual donation that year.

One Dime at a Time was introduced to Kin members by Mike Croghan, Chair of the One Dime at a Time Committee, in August at the Kin Canada National Convention in Halifax, Nova Scotia. Members in attendance were so receptive of this new campaign that they started raising money during Mike's presentation by passing around a collection jar. Within a very short period of time, more than \$500 was collected by Kin members at the convention!

A One Dime at a Time page, on www.cysticfibrosis.ca, will soon be launched with more information and updates on the campaign. Stay tuned! ☺

Continued from page 1

Cathleen says she's looking forward to having more time to spend with family, especially her grandchildren, Braeden, Payton and Bailey. For her friends with cystic fibrosis and their families, she has one wish:

"For children who have cystic fibrosis: I wish that they may grow into adulthood, free of chronic infection in their lungs; and for everyone who has CF, let there be truly effective therapy which is also less time-consuming, and less intrusive into daily life."

"I had very much hoped to usher in that fine day when cystic fibrosis is no longer a progressive, life-shortening disease. But yes, I believe that day is coming, and I remain very hopeful."

The Canadian Cystic Fibrosis Foundation thanks Cathleen Morrison for her dedication to the fight against cystic fibrosis, and her distinguished service to the cause. We wish Cathleen all the best in her retirement. ☺

PLAN TO GIVE

Many Canadians are choosing to fight cystic fibrosis by making "planned gifts." There are a variety of ways to donate planned gifts—through donations of shares in companies, life insurance, annuities, or bequests.

The Canadian Cystic Fibrosis Foundation has developed a planned giving program to provide friends of the CF cause with information about how they can make a significant contribution to the search for a cure for cystic fibrosis.

To find out how to make a planned gift, or to receive a planned giving information package, please contact Katherine Blake, Campaign & Major Gifts Specialist, at 1-800-378-2233 ext. 294 or by e-mail at kblake@cysticfibrosis.ca.

Canadian CF documentary gets Oprah's attention!

65_RedRoses, the award-winning documentary about Eva Markvoort, a BC woman with cystic fibrosis, will be aired on OWN, the Oprah Winfrey Network, as part of the network's monthly documentary film club. OWN launches in Canada this spring. Check your local television listings for details.

Last minute donations made easy

If you've been caught up in the holiday rush and haven't had time to make a last-minute donation to the Foundation, you're in luck! Donations can be made on-line at www.cysticfibrosis.ca. If you make an on-line donation by midnight (EST) December 31, you will instantly receive an electronic tax receipt for the 2010 tax year by e-mail. Donations sent by mail, postmarked by December 31, 2010, are also eligible for a 2010 receipt.

Congratulations, Brenda!

In the fall, Brenda Dineen of Palmerston, Ontario was elected to the position of Chair, Kin-CCFF Liaison Committee, for the 2011-2013 term. As Chair, Brenda will play a key role in ensuring the smooth operation and growth of the Kin-CCFF partnership. Kin Canada has been a leader in the fight against cystic fibrosis in Canada since 1964, raising more than \$38 million in support of the Foundation's work.

Céline Dion records 50th Anniversary ad

Céline Dion, Celebrity Patron of the CCFF, recorded a 30-second television ad to mark the 50th Anniversary of the Canadian Cystic Fibrosis Foundation. The ad airs on Canadian networks until the New Year. To watch the ad, visit www.cysticfibrosis.ca. The Foundation thanks Céline Dion for recording the ad, and is grateful to Abbott Products Inc. and Merck for their generous sponsorship of the ad's placement. ☺