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Siemens Canada Internet

General interest press release

Siemens spreads message of hope with Stand Up to Cancer Canada Baton Pass at SickKids

Oakville, ON, August 12, 2014

Siemens will donate to support accelerated cancer research in Canada and the US

Siemens, Stand Up To Cancer Canada (SU2C Canada) and The Hospital for Sick Children (SickKids) joined forces today to spread the message of hope and raise cancer research awareness and funds, as cancer patients, survivors, doctors, researchers and advocates participated in an international movement called the "The Baton Pass™". The Baton Pass is a community-based fundraising campaign designed to turn more cancer patients into cancer survivors.

With each pass of the baton, either physically or virtually through www.facebook.com/TheBatonPass, Siemens will donate one dollar to Stand Up To Cancer, up to one million dollars from March 19th through September 5th, 2014, and every time the baton is passed in Canada, the Entertainment Industry Foundation, working with Siemens, will donate one dollar to Stand Up To Cancer Canada via EIF Canada, a Canadian registered charity. Stand Up To Cancer Canada engages the Canadian entertainment industry, public, health charities, government-funded agencies and corporations to support innovative cancer research to get new therapies to patients quickly.

As one of the world's leading engineers of medical imaging, laboratory diagnostics and healthcare solutions, Siemens' modern diagnostic technology often plays a lead role in helping doctors and researchers identify and treat cancer.

Funds raised through SU2C support the work of clinicians and researchers like Dr. Michael Taylor, a senior scientist, neurosurgeon and Garron Family Chair in Childhood Cancer at SickKids. Dr. Taylor is currently leading a Dream Team research project funded by SU2C, focused on developing new treatments for child cancer patients. Among his recent achievements are breakthrough findings on a brain tumour with a poor prognosis called PFA ependymoma, common in babies. This study, published earlier this year, has led to a clinical trial with potential to be the first effective therapy for this cancer, revolutionizing the way children with the disease are treated. Dr. Jim Whitlock, Division Head Haematology/Oncology at SickKids, participated in The Baton Pass™ today on behalf of Dr. Taylor.

Siemens launched The Baton Pass™ on March 19, 2014 on Good Morning America and kicked off the start of the official Baton pass in Times Square, New York City. Since that date, the Baton has been travelling across North America and has been passed by more than 900,000 people at events across Canada and the US, as well as online. The Baton includes a GPS tracking system that allows users of the Facebook app to follow the Baton's journey during the course of the campaign.

SU2C Canada was recently launched with SU2C Canada Celebrity Ambassadors Dan Aykroyd, Jesse Tyler Ferguson and Kyle MacLachlan in Toronto to help announce the upcoming first Canadian-inclusive Stand Up To Cancer special on CBC, City, CTV and Global on September 5, 2014 at 8 p.m.

QUOTES:

"At Siemens, we believe that innovating and expediting scientific discoveries is vital to the communities in which we live and work. This incredible movement symbolizes hope and we are proud to unite patients, survivors, doctors, scientists, health care workers, families and anyone who has been affected by cancer, signifying unity in the fight against this disease."

– **Jim Graziadei, Senior Vice President, Healthcare, Siemens Canada**

"SickKids is home to the busiest paediatric oncology centre in Canada and relies on the support of community partners to support world-leading cancer research, education and care. We are grateful to Siemens and Stand Up To Cancer Canada for supporting SickKids through this initiative, benefitting children with cancer across the country."

– **Adrian Horwood, VP Corporate Partnerships, SickKids Foundation**

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About The Baton Pass

The Baton Pass, benefitting Stand Up To Cancer, is a grassroots fundraising campaign designed to raise funds for cancer research at a time when they are critically needed. A symbol of the hope we share that each of those diagnosed with cancer will survive, the Siemens/SU2C Baton kicked off its journey in New York's Times Square in March and will continue to travel across the country from person to person highlighting the need for increased funding for cancer research through September 5, 2014. The Baton can also be passed online to friends and family. Siemens is donating \$1 to Stand Up To Cancer for every real or virtual pass of the Baton, up to \$1 million. Details about virtual passes can be found on Facebook at www.facebook.com/TheBatonPass. For more information on The Baton Pass, please visit www.usa.siemens.com/baton. Follow us on Twitter at www.twitter.com/SiemensHealth and on Facebook at www.facebook.com/TheBatonPass.

About Siemens in Canada

For more than 100 years the innovative ideas from Siemens have helped make Canada a better place. From the Atlantic to Pacific oceans, more than 4,500 employees in Canada work together to provide answers that last in the fields of industry, energy, healthcare and infrastructure solutions for cities. Since it was federally chartered in 1912, Siemens has stood for technical achievements, innovation, quality and reliability. Sales for Siemens in Canada in fiscal 2013 (ended September 30), were \$2.0 billion CAD. The company has 46 offices and 18 manufacturing/assembly facilities across Canada. Further information is available at www.siemens.ca.

About EIF Canada / Stand Up To Cancer Canada

EIF Canada, a Canadian registered charity (Reg. # 80550 6730 RR0001), founded by the U.S.-based Entertainment Industry Foundation, was established to conduct charitable programs in Canada addressing health and other issues. Stand Up To Cancer Canada (SU2C Canada) is a program of EIF Canada that raises funds to support collaborative research teams, as well as education and awareness programs conducted in Canada. For more information, please visit www.standup2cancer.ca.

For more information or to arrange an interview, please contact Ann Adair, Vice President, Communications and Government Affairs

ann.adair@siemens.com

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