



EMBARGOED UNTIL 8.00AM, MONDAY, 24 JANUARY 2011

MEDIA RELEASE

\$50 million investment revolutionising cancer treatment for young Australians launched for CanTeen by Lance Armstrong

Australia, 24 January 2011 – Lance Armstrong and CanTeen Australia today launched a \$50 million initiative that will create the **world's first comprehensive national approach** to the treatment and support of teenagers and young adults with cancer.

In launching the initiative, cancer survivor, champion cyclist and LIVESTRONG® founder and chairman Lance Armstrong said:

“LIVESTRONG is incredibly proud of our friends at CanTeen for this extraordinary accomplishment. The establishment of the Youth Cancer Networks Program is not only a major victory for CanTeen, it's a victory for the global community of adolescent and young adult oncology.”

The initiative is a groundbreaking collaboration involving the Australian Government, State and Territory health services, corporate and community support, cancer clinicians and young cancer patients and survivors, and led by CanTeen - the Australian organisation for young people living with cancer.

The cornerstone of the initiative is the Australian Government funded \$15 million Youth Cancer Networks Program, which was launched today in Adelaide by the Federal Minister for Finance and Deregulation, Senator Penny Wong. The aim of the Program is to improve survival rates and quality of life for adolescents and young adults with cancer in Australia.

“The Australian Government recognises the unique needs of young people diagnosed with cancer, which is why we're proud to fund the Youth Cancer Networks Program to help improve the lives of young Australians,” Senator Wong said.

“Led by CanTeen, the Program is a terrific demonstration of what can be achieved through collaboration between Federal and State Governments, non-profit organisations and community supporters, health professionals, and most importantly, patients themselves.”

CanTeen, in partnership with the Sony Foundation Australia, has committed to matching funding from the Australian Government, and will raise an additional \$15 million.

The funding will establish a network of youth cancer services within State and Territory health systems throughout Australia. The States and Territories have made commitments to fund ongoing service delivery, totalling in excess of \$20 million in the first five years of the new services, bringing the total investment to \$50 million over this period.

Symbolising the commitments made by States and Territories, the South Australian Premier Mike Rann today **opened the newly re-furbished Youth Cancer Services patient rooms in the Royal Adelaide Hospital**.

“South Australia is known for its innovative approaches in health and particularly for its commitment to improving cancer outcomes in recent years. We are delighted to participate in this Program improving outcomes for young people with cancer and I am confident that the completion of the first



youth cancer room funded under the Program here in the Royal Adelaide Hospital today will improve those outcomes.”

CEO CanTeen, Andrew Young, said there was **an urgent need for targeted**, age-appropriate care for adolescent and young adult cancer patients.

“1 in 100 Australians are diagnosed with cancer by the age of 30. Teenagers and young adults are two or three times more likely to be diagnosed with cancer than children, but survival rates for the young adult age group have not improved anywhere near those of other age groups,” he said.

Young adult cancer survivor and CanTeen Board Member Chris Bond said: “Young people with cancer are treated like older adults or younger children despite being physically, emotionally and developmentally unique.

“Young people with cancer are calling for change. We need to provide them with the best possible environment, treatment and support services, to give them the best possible platform to fight their disease, and to give them hope for the future.”

LIVESTRONG, the organisation Armstrong founded to serve people affected by cancer and empower them to take action, has been leading an international movement to address the global cancer burden.

“The realisation of this program fulfills the commitment CanTeen made to the **LIVESTRONG** Global Cancer Campaign and proves that we can successfully effect change when we unite,” said Armstrong.

CanTeen is managing the implementation of the Australian Government Youth Cancer Networks Program, and has **established the Youth Cancer Fund in partnership with the Sony Foundation Australia** to raise an additional \$15 million. Donations can be made at www.canteen.org.au or by contacting CanTeen.

In another innovative initiative, Sony Foundation in 2010 launched the **You Can mobile phone campaign**, which recycles mobile phones to raise funds for the Youth Cancer Fund.

CEO Sony Foundation Sophie Ryan said: “Sony Foundation Australia is proud to partner with CanTeen to help improve survival rates for young Australians with cancer through our ‘You Can’ campaign. You Can’s primary fundraising mechanic calls on Australians to recycle their old mobile phones. This unique fundraising approach has captured the hearts and minds of the Australian public with over 270,000 phones donated so far. We urge all Australians to hang up their old phone for You Can.” Individuals, schools and businesses interested in supporting the You Can mobile phone campaign can find out more at www.youcan.org.au.

--- ENDS ---

Media Gallery
<http://bit.ly/fmh4EE>

For more information
Amanda Lee
CanTeen National Office
Mobile: 0401 749 738
Email: amanda.lee@canteen.org.au