



**For immediate release – Fredericton, May 12<sup>th</sup>, 2021** – To continue our efforts in supporting a healthy, caring community in western and central New Brunswick, The Chalmers Foundation’s eighth annual Radiothon will be hitting airwaves Wednesday, May 19<sup>th</sup> to raise funds for a brand new 3D digital mammography machine.

As part of our year-long commitment towards raising \$620,000 for a 3D digital mammography machine, the foundation aims to raise \$50,000 during the Radiothon event. The state-of-the-art imaging machine is for the Diagnostic Imaging Unit at Horizon Health Network’s Dr. Everett Chalmers Regional Hospital (DECRH).

From 7:00 am to 5:00 pm, Radiothon will be airing live on Rewind 93.1 FM and New Country 92.3 FM. Listeners within the Greater Fredericton region will hear from hospital physicians like Dr. Patricia Bryden, surgeon at Horizon’s DECRH, and Jennifer Knox, Head of RT3 in the Mammography Department. Amongst those also being interviewed is Betty Leblanc, Director of the hospital’s Diagnostic Imaging Unit, Gary Foley, Horizon’s Vice President of Professional Services, and Joanna Leger, former patient and breast cancer survivor.

Surgeon Dr. Bryden touts the comfort and usability of the new machine, which is important for patients as much as for staff during the sensitive procedure: “Our technologists are gentle, kind and patient-focused. This new machine will allow them to position the patients comfortably and it is also designed with improved ergonomics to keep them healthy and well.”

The new 3D digital mammography machine will also include a Tomosynthesis Stereotactic Biopsy capability and a Contrast Enhanced Spectral Mammography feature. The hardware couldn’t come at a better time: In 2020, New Brunswick had the highest rate of newly diagnosed breast cancer in Canada, and it is the most commonly diagnosed cancer for women in the province.

A digital mammography machine scans breast tissue to detect breast abnormalities, including breast cancer. The 3D digital mammography is proven to better scan breast tissues by taking multiple, rather than the standard two (2) photos, during a screening.

Leger is grateful for the services that helped her overcome breast cancer. Being under 50 years of age, she is not required to do regular mammogram screenings: “I never would have thought screening was that important. But it is. Catching cancer before it breaks loose is key!”

According to the Canadian Cancer Society, 80% of breast cancer is detected in early stages with a nearly 100% survival rate, thanks to mammogram screenings. One in eight Canadian women will be diagnosed with breast cancer in their lifetime, while men account for 1% of all breast cancer diagnosis. Therefore, having quality care for early screening ensures continued breast health.

This year, media sponsors for the eighth annual Radiothon are Stingray and The Daily Gleaner. The Foundation will accept drive-thru (30 Knowledge Park Drive), phone, e-transfers and online donations. Funds come from the generous support of businesses, services clubs, and citizens of the region.

“The Chalmers Foundation appreciates its ongoing Radiothon partnership with Stingray radio’s two Fredericton stations,” said Gilles Allain, Executive Director of the Chalmers Foundation. “This event not only allows us to raise funds for our annual campaign, but it gives an opportunity for listeners to hear about the direct impact that their donations have on healthcare delivery in our region. The foundation is very appreciative of the community’s support of its 30+ campaigns since 1983.”

The Chalmers Foundation is also pleased to welcome the Nashwaaksis Lions Club as a power hour sponsor for Radiothon. They pledged \$5000 to the campaign, and in addition, will match any donations made during their power hour. New Country 92.3 FM hosts the Nashwaaksis Lions Radio Bingo on Wednesdays.

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