



Canadian Cancer Society
Société canadienne du cancer

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Canadian Cancer Society in Ontario welcomes new CEO

14 July 2004

TORONTO -

The Canadian Cancer Society, Ontario Division, welcomes Peter Goodhand as its new Chief Executive Officer.

"I am delighted to welcome Peter Goodhand as the new CEO of the Canadian Cancer Society, Ontario Division," says Peter Vaudry, President, Canadian Cancer Society, Ontario Division. "He brings extensive experience in the healthcare industry and not-for-profit sector as well as creativity, a sense of humour and empathy for caregivers and people coping with cancer. I am confident that under Mr. Goodhand's leadership, the Canadian Cancer Society in Ontario will continue to lead the way in making cancer history."

Mr. Goodhand succeeds Penny E. Thomsen, who announced her retirement in January. He assumed his responsibilities July 5, 2004.

"With the population in Ontario both aging and growing, cancer incidence is expected to rise and the Society's role in supporting research, offering information, providing community services and advocating for cancer care will become more important than ever," says Mr. Goodhand. "I look forward to leading the organization as we face the challenges ahead and I'm excited about working with such a dynamic and respected group of volunteers and staff."

Mr. Goodhand has more than 20 years of international experience in the healthcare technology industry.

In 2001, Mr. Goodhand was appointed President of Medical Devices Canada – MEDEC and in this capacity represented industry to the Senate Committee and Romanow Commission on healthcare reform and at Canada's Innovation Summit.

In the last three years Mr. Goodhand has worked together with several not-for-profit organizations towards the goal of enhancing the overall performance of the health care system and ultimately improving quality of patient care.

As a patient advocate and caregiver for 12 years as a result of his personal experience with cancer and its impact on a young family, Mr. Goodhand fully supports the vision, mission and core values of the Canadian Cancer Society.

The Canadian Cancer Society is a national community-based organization of volunteers whose mission is to

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eradicate cancer and to enhance the quality of life of people living with cancer. When you want to know more about cancer, visit our website www.cancer.ca or call our toll-free, bilingual *Cancer Information Service* at 1 888 939-3333.

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