

# Novartis Employees Participate in “Ride for the Cure”:

## Raising Funds for Breast Cancer Research

Twenty years ago this month, 12-year-old Joseph Power was a very worried boy. The future wasn't bright for his mother, who had just been diagnosed with breast cancer and had surgery to remove three tumours and 12 lymph nodes, eight of them cancerous. On September 22, 2009, his mother will be among those welcoming 32-year-old Joseph as he and 37 of his colleagues at Novartis Pharmaceuticals Canada complete a four-day bicycle trip from Toronto to Montreal that has raised \$152,510, well over the initial \$115,000 objective for breast cancer research.

Bernadette Power is very much alive, now 62-years-old and still cancer-free 20 years after her initial devastating diagnosis that led her to write farewell letters to each of her three children before her surgery. “You never feel as if you've beaten it,” she says. “You count every day as a grace.” And she gives back, helping current cancer patients through their ordeal as part of the “Sharing Our Strength” support group in her home city of St. John's, Newfoundland.

“It's a good-news story that we want to share,” says Joseph. “A disease like cancer can make the future seem very bleak, but it can turn around. My mother went from thinking she might not be able to raise her own kids to being a grandmother.”

This powerful experience, plus his enthusiasm for cycling, explains why Joseph Power was one of the 38 Novartis employees who have pedalled the 600 km from Toronto to Montreal to raise funds for the Canadian Breast Cancer Foundation CIBC Run for the Cure. They completed their trip at the Novartis Pharmaceuticals Canada headquarters, 385 Bouchard Blvd., Dorval, where they were greeted by Mrs. Power, their fellow employees and others and where they presented their proceeds to the Canadian Breast Cancer Foundation.

Each participant in this fifth annual “Ride for the Cure” raised a minimum of \$2,000 for the cause before their journey began. Along with donations they received en route, their pedalling has raised



Novartis employee Joseph Power is greeted by his mother, Bernadette, after Joseph completed cycling the 600 km, four-day “Ride for the Cure” from Toronto to Montreal.



The 60 employees of Novartis Pharmaceuticals Canada who took part in the fifth annual “Ride for the Cure,” which raised \$152,510 for the Canadian Breast Cancer Foundation, celebrate after the four-day event.

\$152,510 for breast cancer research. The cyclists encourage all those moved by their effort to make a donation by visiting [www.novartis.ca](http://www.novartis.ca).

“We congratulate the Novartis employees who have participated in this fifth annual Ride for the Cure, for their dedication and commitment to the cause,” said Victoria Mackinlay, Manager, Marketing & Communications, at the Canadian Breast Cancer Foundation. “By working together we can help achieve our vision of a future without breast cancer.”

The riders, all amateurs and most only recreational cyclists, rode between 115 km and 200 km each day. They left from the CN Tower in Toronto on Saturday September 19 and made their way to Montreal along highway #2, stopping overnight in Cobourg, Kingston and Cornwall. A further 21 Novartis employees joined the group at the Quebec border to participate in the final leg to Montreal.

“The Ride for the Cure has become one of the major elements of our community commitment and I’m immensely proud of how all of our colleagues have embraced this effort and this cause,” said David Meek, President and CEO of Novartis Pharmaceuticals Canada. “We work with cancer patients everyday and most of us have been touched personally by the disease, so we know its impact and the importance of continuing research to help fight it.”

The Ride for the Cure effort was started in 2005 by a group of Novartis employees to increase the company’s fundraising efforts for the Canadian Breast Cancer Foundation CIBC Run for the Cure and with this year’s efforts, the total raised will exceed half a million dollars. In 2009, Novartis was again the top fundraising organization for the Montreal Run, largely because of the Ride for the



The \$152,510 proceeds of the Novartis “Ride for the Cure” were presented to Suzanne Lebreux (second from right) of the Canadian Breast Cancer Foundation, by (from left): David Meek, President and CEO of Novartis Pharmaceuticals Canada, Francis Bouchard, Vice-President Oncology at Novartis and “Ride for the Cure” team leader Jeff Martens, accompanied by Edgar Rouleau (right), Mayor of Dorval, Quebec, where the Novartis Canadian headquarters are located.

Cure effort. Hundreds of Novartis employees, friends and family participated in last year’s Montreal Run, as well as at various other Run events across the country where groups of field-based employees gathered. **CPM**

## Announcement

### Hugh O’Neill Appointed President and CEO, sanofi-aventis Canada



Hugh O’Neill,  
President and CEO,  
sanofi-aventis

sanofi-aventis is pleased to announce the appointment of Hugh O’Neill as President and CEO of its Canadian operations. Mr. O’Neill brings with him over 23 years of experience in the pharmaceutical industry and a new vision for the Canadian operations of sanofi-aventis.

“sanofi-aventis is prepared to make a fundamental shift in the way we do business in Canada, stepping away from the traditional pharmaceutical model and rethinking our most basic assumptions in order to build a sustainable long-term business model,” said Mr. O’Neill.

The cornerstone of Mr. O’Neill’s strategy is to motivate employees to challenge the status quo in order to understand customer needs and deliver on those needs. This approach will empower employees to deliver value and provide opportunities for personal and professional growth.

Mr. O’Neill most recently served as Vice President, Market Access and Business Development, at sanofi-aventis US. In this senior leadership position he was responsible for all drug reimbursement matters and worked closely with governments and private insurers. He also led the company’s extensive business development activities, acquiring in-depth understanding of North America’s biotechnology industry and related sectors.