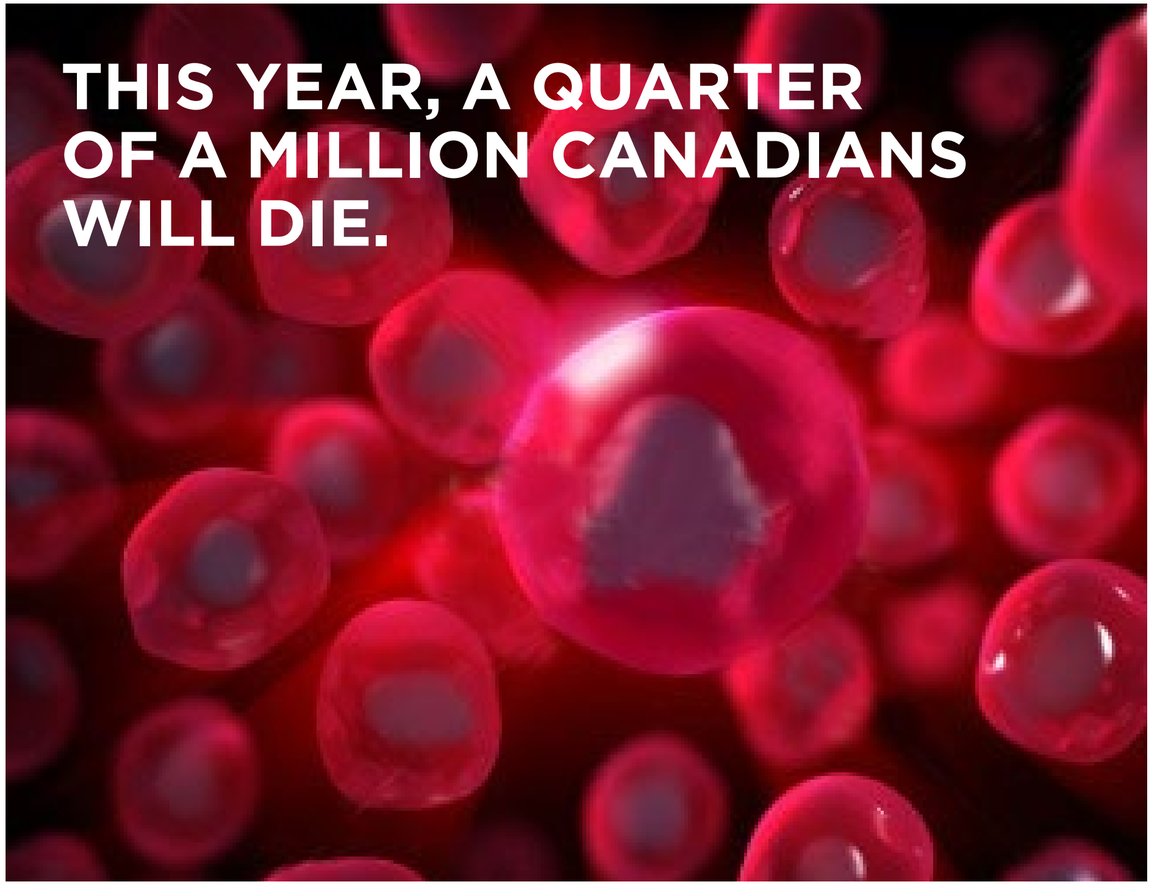
THIS IS PERSONAL.

THE McEWEN CENTRE
$175 MILLION CAMPAIGN
FUND ONE, CURE ALL



The vast majority will fall prey to either cancer, heart disease, stroke or complications from diabetes.

But this doesn't have to be your fate, or your family's.

What holds the cure for much of what ails us – is stem cells.

They're the cells that can generate a virtually unlimited supply of new cells to repair or replace damaged or diseased cells, tissues and organs.

Very soon, stem cells will create fully-functional heart tissue to heal damaged hearts. They'll cure diabetes by creating pancreatic beta cells that produce insulin. They'll reproduce blood cells typically found in our bone marrow, eliminating the frantic search for a bone marrow match and making leukemia a cancer of the past.

But science is achingly close to harnessing the huge promise that stem cells hold to dramatically improve our lives and extend our years.

Nowhere is this promise greater than in Canada, and particularly Toronto which is at the epicenter of stem cell research.

At the heart of that work is the McEwen Centre for Regenerative Medicine at the University Health Network.

McEwen Centre scientists are working with stem cell researchers from over 75 other institutions worldwide to find new ways of using stem cells to cure a host of devastating conditions.

It's not an easy road. Like all medical research, many theories and experiments hit a wall. But McEwen Centre's success rate is extraordinarily high. Our Accelerated Discovery Initiative directs funding to projects that can quickly take basic research and turn it into new tissue for your heart, new joints for your hips, new cartilage for your knees, new sight for your eyes – and most of all, new hope for your life.

We are just six years old. But McEwen Centre already has the people, the skills, the curiosity and fanatic determination to make the kind of breakthroughs that will see the world look back on today's dread diseases the way we now view polio, tuberculosis and measles: as largely extinct.

We lack just one thing: the funds to fuel more and bigger discoveries.

The most urgent quest in the world is not done on the cheap.

But don't our governments fund this research?

Largely no. They use taxpayer dollars mainly to fund incremental advances in long-established areas.

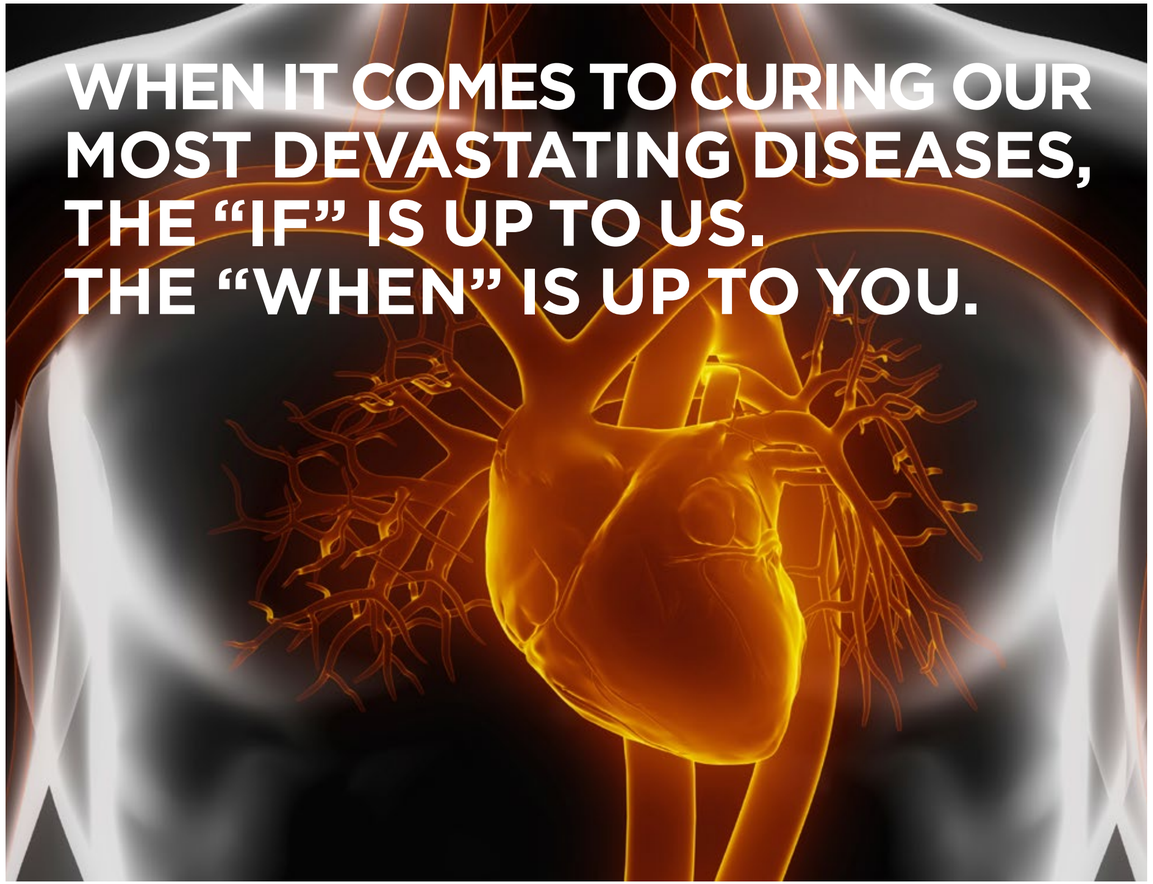
Stem cell research is nearly always funded by private citizens like yourself.

That commitment is already transforming what was once a speculative arena of science into an established and hugely promising one.

For example, we can now study a disease in a dish. This means that if you have heart disease, doctors no longer have to test a drug or combination of treatments on you directly. They can do that on the cells in a petri dish and see in advance which ones will work.

Or say you need new cartilage for your knee. McEwen Centre scientists can now 'paint' stem cell cartilage on that knee, thus avoiding major surgery and the prospect of having to repeat that surgery years from now.

But these miracles pale in comparison to the real potential for stem cells to transform the health, economies and happiness of Canada and the world.



We’ll soon be able to inject new stem cells into your heart to bring the areas deadened by a heart attack back to life – and bring you back to life as well.

We’ll be able to restore the vision of the millions who go blind through macular degeneration. We’ll be able to use stem cells to heal the chronic wounds brought on by diabetes and aging that reduce mobility and shrink countless lives.

We’ll be able to use stem cells to repair trachea and windpipes. In fact, McEwen Centre scientists have already created a trachea in a dish and are just waiting for Health Canada approval to use this therapy on Canadians.

Stem cells can also transform our economy and governments. With more of us than ever turning 65, there’s just no way governments can build hospitals fast enough to keep up with our aging bodies. Health costs in Ontario alone are rising by 7% each year, and if that keeps up, treating sickness will account for two-thirds of our provincial budgets in 15 years. Schools, roads, social services, culture – they’ll all be drained dry. And to what end?

Making incremental improvements in how we deliver health is going to leave us sicker as we get older – and starve our government at the same time. It’s clear we need transformational change in how we attack disease, how we deliver care and how we pay to engineer that change.

The campaign is called *Fund One. Cure All* because when you give one dollar to stem cell research, that dollar has the potential to cure all kinds of maladies. Even if you direct that dollar to a specific research project (and we encourage you to do just that), stem cell science is so promising that an advance in one highly focused area can often create whole new perspectives on solving problems in another area entirely.

Fund One. Cure All will raise $175 million between now and 2016.

Those funds will go to explore promising avenues of enquiry; build on the discoveries McEwen researchers have already made; and take leadership of the kind of global efforts that bring together large teams of scientists to crack open hugely difficult and urgent problems.

When some dread disease takes you before your time, that’s the ultimate tragedy.

But when stem cell research can repair your body and extend your years, it’s the ultimate miracle.

That’s why we’re so confident of reaching our goal.

Because this isn’t about some long-lost friend or distant relative.

It’s about you.

You and the people you cherish.

This is personal.

FOR MORE INFORMATION, PLEASE CONTACT:

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McEWEN CENTRE FOR REGENERATIVE MEDICINE