



SEPTEMBER 22ND MARKS FIRST ANNUAL CML AWARENESS DAY ©

Launched by the CML Society of Canada to promote education for better patient quality of life

MONTREAL, SEPT. 22 /CNW TELBEC/, September 22, 2008 - The Chronic Myelogenous Leukemia (CML) Society of Canada, a not-for-profit patient education and support organization, is proud to announce the creation of the first CML Awareness Day, to promote education about the progressing cancer of the blood and bone marrow.

"The dream is finally a reality. September 22nd is a day for CML patients and their families to speak out about this disease and have their voices heard," declared Cheryl-Anne Simoneau, President and CEO of the CML Society of Canada, while in Winnipeg meeting with MP and Standing Committee on Health Chair, Joy Smith. "We had a very positive meeting with MP Joy Smith and we are grateful she took time out of her busy campaign schedule to meet with us." The CML Society will also be meeting with Winnipeg Mayor, Sam Katz.

CML is distinguished from the other types of leukemia by a genetic abnormality in the white blood cells called the Philadelphia chromosome, which promotes the growth of leukemia cells.

The date of September 22nd (09/22) was symbolically chosen by one of the young patients on the patient Advisory Board of the CML Society. Rav was diagnosed with CML when he was just 25 years old: "I chose that date because the Philadelphia chromosome thought to be acquired after birth, is formed when chromosomes 9 and 22 exchange some of their genetic material, forming a new one. It's estimated that by the year 2050, 280,000 people in North America will be living with CML. A cure is needed and we have to act fast!"

"On September 22nd, we will celebrate our multiple victories over the disease, but we still have a long way to go to ensure that all CML patients are adequately informed about the disease and properly treated so that they can live long and healthy lives," said Cheryl-Anne, who was diagnosed with CML almost eight years ago at the age of 43 and like many other people with the disease, has experienced many treatment changes and challenges.

In the coming weeks, the CML Society of Canada, working with key doctors in Canada who treat this disease, will organize regional patient focus groups. Patients will be encouraged to share their thoughts about how to improve access to information and to treatment in Canada as well as discuss how the disease affects their quality of life. This will offer an opportunity for patients to network with their local CML Society representative.

- more -

The information gathered from the focus groups will complement the quantitative data already collected by the CML Society through a patient survey earlier this year and will be used to update the development of resources to help improve patient care and quality of life.

Additionally, all of this information will be presented at this year's meeting of the American Society of Hematology (ASH) in San Francisco in December. The CML Society of Canada will be part of a satellite symposium focused on patient care, treatment options and monitoring.

In Canada approximately 460 new cases of CML are diagnosed each year which represents one case for every 100,000 people. It is estimated that approximately 3,000 Canadians are currently living with this very rare form of leukemia, which primarily occurs during or after middle age, however it can occur at any age.

About the CML (Chronic Myelogenous Leukemia) Society of Canada

Established in 2006, the CML (Chronic Myelogenous Leukemia) Society provides support, education and information on CML, current and emerging treatments and research initiatives for people living with CML and their families. Through these efforts and ongoing advocacy, the CML Society advances its mission to help reduce suffering and improve care and the quality of life of CML patients. For more information, please refer to www.cmlsociety.org.

About CML (Chronic Myelogenous Leukemia)

Chronic Myelogenous leukemia (CML) is one of four types of leukemia and is a slowly progressing cancer of the blood and bone marrow that is characterized by an overproduction of white blood cells.

Normally, cells are formed, mature, carry out their function, die, and are replaced with new cells. With CML the normal blood cell production process is disrupted. The white blood cells produce uncontrollably and do not mature to carry out their intended function and ultimately crowd out the healthy cells.

There are three different phases to CML: chronic, accelerated and blast. Results of a blood test will determine the phase.

CML Society of Canada patient focus groups

For more information regarding the focus group in your region, please visit the CML Society website or contact your regional CML Society patient advisory board member:

September 2008 - Manitoba/Saskatchewan, Margot Miller, Prairies@cmlsociety.org

October 2008 - Calgary, Alberta, Cheryl-Anne Simoneau, Cheryl.simoneau@cmlsociety.org

October 2008 - Halifax, Nova Scotia, Cheryl-Anne Simoneau, Cheryl.simoneau@cmlsociety.org

October 2008- Vancouver, British Columbia, Shalyn Linklater, BC@cmlsociety.org

November 2008 - Toronto, Ontario, Stewart Sklar, Ontario@cmlsociety.org

November 2008 - Montreal, Quebec, Cheryl-Anne Simoneau,
Cheryl.simoneau@cmlsociety.org

- 30 -

For more information, please contact:

<p>Muriel Haraoui HKDP Communications and Public Affairs Tel: 514 395-0375 ext. 235 Mobile: 514 717-3764 mharaoui@hkdp.qc.ca</p>	<p>Cheryl-Anne Simoneau President and CEO CML Society of Canada Tel: 514 932-7575 cheryl.simoneau@cmlsociety.org</p>
--	--