



PRESS RELEASE

Friends Foundation Exceeds Goal Enabling Purchase of Third Unit to Help with the Early Detection of Breast Cancer

Master Packaging Donates \$550,000 for the Cause

June 1, 2022 (Moncton) - Last October, the Friends of The Moncton Hospital Foundation set out to raise \$1.1 Million for two 3D Mammography Screening Units for the Katherine Wright Centre (KWC) to help with the early detection of breast cancer. The Foundation is very fortunate to announce that Master Packaging has graciously donated \$550,000 towards the cost of one of the Screening Units.

“For over 25 years, we have supported community organizations where our employees live and work,” said Mary-Jean Irving, CEO of Master Packaging. “The 3D Mammography Screening Units will continue to advance women’s health care and help provide early detection for breast cancer. On behalf of our employees, we are thrilled to donate to this much-needed campaign.”

“As a breast cancer survivor, I want to ensure women of Southeast New Brunswick have access to the best breast care possible,” remarked Ms. Irving. “This cause is important to our employees and one we are all pleased to support.”

With over \$1.5 Million raised, The Moncton Hospital (TMH) can now purchase the third required 3D Diagnostic Unit desperately needed. This will allow for a complete transition from a conventional (2D Image) to Digital Breast Tomosynthesis (3D image) technology for all patients undergoing breast imaging.

The purchase of the Diagnostic Unit will bring contrast enhanced mammography to patients at TMH much sooner than originally anticipated. This new development in breast imaging involves administration of a special dye intravenously, which makes areas of particular concern stand out on the mammogram. These cutting-edge imaging tools will result in more accurate diagnoses, reducing the need for follow-up visits, decreasing unnecessary biopsies, enhancing critical information required by breast surgeons, and speeding up the overall diagnostic process, improving breast cancer detection and diagnosis for all patients.

Greg King, Friends’ President and CEO is excited that the community has decided to elevate the standard of care in breast cancer detection. “Special thanks to our radiologists who kicked off the campaign with \$50,000 and to the entire community who donated. In addition, CIBC recently provided a generous \$150,000 gift. With the community’s support and the inspirational Master Packaging gift, we now have enough money and the power to do something extraordinary for the women in our lives,” said King.

Dr. Jean-Pierre Martel, Radiologist and Co-Clinical Department Head at TMH, says this state-of-the-art technology is a game-changer allowing for superior imaging and more confident assessment of breast abnormalities at an earlier stage, ultimately saving lives. “Detecting and treating cancer earlier, before it has spread, is one of the most impactful ways to decrease mortality. The addition of contrast enhanced mammography, made possible by the purchase of the third unit, will allow us to further up our game and provide truly sophisticated care for our patients.”

The current two Screening Units located in the KWC, and the Diagnostic Unit located in Medical Imaging, were purchased by the Foundation in 2008. Over 10,000 patients are screened at the KWC annually, while an additional 3,200 exams are performed at TMH’s Diagnostic Imaging Department.

Campaign Chair, Ryan Dillon, says our donors and campaign volunteers can feel good that they are part of advancing breast cancer screening at TMH. “In our community, virtually everyone knows someone who has received the results of their mammogram and heard the unsettling news that they are now battling breast

cancer. It is comforting to know our hospital will soon be able to offer more modern breast imaging technology,” stated Dillon.

Dr. John Dornan, President and CEO of Horizon Health Network, is delighted with Master Packaging’s generous donation enabling the Friends’ to purchase three 3D Mammography Units - two screening and one diagnostic. “With this substantial investment the KWC at Horizon’s TMH will soon be able to provide all its patients with advanced mammography technology. It’s encouraging when the community, including our corporate philanthropic partners, come together and support the mission of both Horizon and the foundation in their work of Helping People be Healthy. We are grateful for all the tremendous effort that has gone into the campaign and for the generosity of all donors,” said Dr. Dornan.

The screening units are due to arrive in the fall while the diagnostic unit is expected in 2023.

To donate please call the Friends at (506) 857-5488, visit online at www.FriendsFoundation.ca/Donate or mail to the Friends of The Moncton Hospital Foundation, 135 MacBeath Avenue, Moncton, NB E1C 6Z8.

-30-

The Friends of The Moncton Hospital has been the philanthropic arm of The Moncton Hospital since 1965. We work to inspire giving to fund new technologies, innovation, renovated spaces and placing the right tools in the hands of our medical staff to strengthen patient care.

Contact:

Julie Thebeau, CFRE
Director, Communications
Friends of The Moncton Hospital Foundation
Julie.Thebeau@HorizonNB.ca (506) 870-2699

