

Breathing as One: The Campaign for Lung Research
Media Release

**THE LUNG ASSOCIATION LAUNCHES *BREATHING AS ONE* TO UNITE CANADIANS
IN THE FIGHT AGAINST LUNG DISEASE**
*National fundraising campaign will support new, collaborative research strategy for
severely underfunded disease area*

Toronto, ON (November 3, 2014) – November is Lung Month, and The Lung Association is marking the event with the launch of *Breathing as One*, to bring patients, researchers and donors together to breathe new life into lung research.

Although a staggering 1 in 5 Canadians has lung disease,¹ research is severely underfunded, failing to reflect the urgent need. *Breathing as One* will strive to close that gap. Inspired by the way our lungs operate in tandem, the Lung Association's new research strategy is based on collaboration, and highlights the importance of lung health and lung research.

"We cannot continue to underappreciate the burden of lung disease on the collective health and well-being of our nation," says Dr. John Granton, Head of Respiriology and Consultant in Critical Care and Lung Transplantation at University Health Network. "With the *Breathing as One* campaign we will break down the barriers that impede advances in our understanding, prevention and treatment of lung disease. *Breathing as One* allows us to go further than traditional lung research, ultimately reducing risk, discovering breathing breakthroughs and saving lives."

BREATH-TAKING FACTS

Chronic obstructive pulmonary disease (COPD) is the number one cause of hospitalization in Canada,² asthma affects at least 13 per cent of our children³ and lung cancer kills more people than breast, ovarian, colon and prostate combined.⁴ Through a new era of research, *Breathing as One* aims to change the way Canadians think about both safeguarding lung health and treating lung disease.

"A lung cancer diagnosis is terrible for anyone, at any age, and as a 20 year old singer, I couldn't have imagined anything worse," says Joseph Neale, singer/songwriter of the band NEALE, father and lung cancer survivor. "All I could think about was my daughter, and whether or not I would be able to sing again. I then had two-thirds of my lung removed. Without the advances made in lung health, I wouldn't be alive today, let alone singing."

Joseph Neale, who comes from a family of musicians including his late cousin, Juno-award-winning jackSOUL lead singer Haydain Neale, is a testament to the advances made possible by research to date. Yet the need for initiatives like *Breathing as One* emphasizes the importance of continued research, as an average of 52 Canadians will die from lung cancer every day.⁵

For more information about the *Breathing as One* campaign or to get involved and donate, visit Breathingasone.ca or email info@breathingasone.ca.

ABOUT THE ONTARIO LUNG ASSOCIATION

The Lung Association is a registered charity that assists, educates and empowers individuals living with or caring for others with lung disease. The Lung Association provides programs and services to patients and healthcare providers, invests in lung research and campaigns for improved policies on lung health. Information about lung health issues is available through the Lung Health Information Line 1-888-344-LUNG (5864) or at info@on.lung.ca.

THE CANADIAN LUNG ASSOCIATION

For over 100 years, The Canadian Lung Association has been dedicated to promoting and improving lung health for all Canadians. The mission of The Canadian Lung Association is to lead nationwide and international lung health initiatives, prevent lung disease, help people manage lung disease and promote lung health. Our provincial and national offices work together to help the one in five Canadians who have breathing problems.

CANADIAN THORACIC SOCIETY

The Canadian Thoracic Society is Canada's national respiratory specialty society that brings together over 650 researchers, respirologists and other physicians working in respiratory health. CTS is the medical section of The Canadian Lung Association.

CANADIAN RESPIRATORY HEALTH PROFESSIONALS

Canadian Respiratory Health Professionals advises The Canadian Lung Association on scientific matters and programs, including policies regarding support for research and professional education where it relates to health professionals with an interest in respiratory care.

-30-

FOR MORE INFORMATION, PLEASE CONTACT:

Karley Ura
NATIONAL Public Relations
(416) 848-1425
kura@national.ca

References

¹ National Lung Health Framework. Frequently Asked Questions. <http://www.lunghealthframework.ca/about-framework/frequently-asked-questions>. Accessed October 28, 2014

² The Human and Economic Burden of COPD: A Leading Cause of Hospital Admissions in Canada. Thoracic Society of Canada. February 2010. http://www.respiratoryguidelines.ca/sites/all/files/CTS_COPD_report.pdf. Accessed October 28, 2014

³ Asthma Society of Canada. Asthma and Facts. <http://www.asthma.ca/corp/newsroom/pdf/asthmastats.pdf>. Accessed October 28, 2014

⁴ Lung Cancer Canada. Lung Cancer in Canada. <http://www.lungcancercanada.ca/resources/site1/general/PDF/Lung-Cancer-Fact-Sheet.pdf>. Accessed October 28, 2014

⁵ Canadian Cancer Society. Lung Cancer Statistics. <http://www.cancer.ca/en/cancer-information/cancer-type/lung/statistics/?region=on>. Accessed October 28, 2014.