

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014

Item 3, Report No. 36, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 9, 2014.

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PROCLAMATION REQUEST
PROSTATE CANCER AWARENESS MONTH

The Committee of the Whole recommends approval of the recommendation contained in the following report of the City Clerk, dated September 2, 2014:

Recommendation

The City Clerk recommends:

1. That September 2014 be proclaimed as "Prostate Cancer Awareness Month"; and
2. That the proclamation be posted on the City's website and published on the City Page Online.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City's website under "Council – Proclamations" and on the City Page Online.

Purpose

To respond to the request received from the Vice President, Marketing and Communications, Prostate Cancer received August 11, 2014.

Background - Analysis and Options

Correspondence has been received from the Vice President, Marketing and Communications, Prostate Cancer Canada as per Attachment 1.

Prostate Cancer Canada is requesting the month of September to be proclaimed as "Prostate Cancer Awareness Month".

Prostate Cancer Canada's vision is to be a global leader in the fight against prostate cancer, earning the enthusiasm and support of Canadians through integrity, compassion and innovation. Prostate cancer is the most common cancer to affect men. One in eight men will be diagnosed with this disease. Funds raised by Prostate Cancer Canada are used for the development of programs related to awareness, public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer.

The proclamation request meets the City's Proclamation Policy, as follows:

"That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

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EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014

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- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act”

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic priorities established by Vaughan Vision 2020 plan:

Service Excellence

- Promote Community Safety, Health & Wellness

Regional Implications

N/A

Conclusion

Staff is recommending that September 2014 be proclaimed as “Prostate Cancer Awareness Month” and that the proclamation be posted on the City’s website and published on the City Page Online.

Attachments

Attachment 1 Correspondence from the Vice President, Marketing and Communications, Prostate Cancer Canada

Report prepared by

Connie Bonsignore, Administrative Assistant to the City Clerk

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

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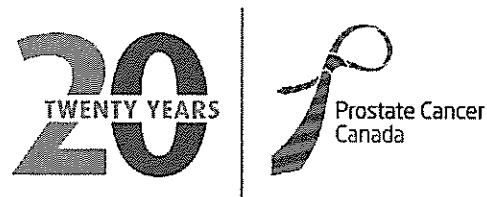
Report prepared by

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

prostatecancer.ca



Dear Mayor Maurizio Bevilacqua,

Prostate cancer is the most common cancer to affect Canadian men. 1 in 8 men will be diagnosed with the disease in their lifetime. The good news is that the survival rate for prostate cancer can be over 90% when detected early. That's why, during the month of September, we raise awareness for this disease.

Consider helping us encourage men in their 40s, as part of a shared decision making process, to talk to their doctors about getting a PSA test to establish their baseline. This September in Vaughan, proclaim Prostate Cancer Awareness Month and support the estimated 23,600 Canadian men who will be diagnosed this year.

Thank you for your help.

Best regards,

A handwritten signature in cursive script that reads 'Jennifer Reed'.

Jennifer Reed
Vice President, Marketing and Communications

RECEIVED

AUG 11 2014

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