

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 17, 2013**

Item 3, Report No. 35, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 17, 2013.

**3**

**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 3, 2013:

**Recommendation**

The City Clerk recommends:

- 1) That September 2013 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 President & CEO, Prostate Cancer Canada received July 31, 2013.

**Background - Analysis and Options**

The correspondence received from the President & CEO, Prostate Cancer Canada is attached dated July 31, 2013 is attached. (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 seven 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:

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 17, 2013**

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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 2013 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 President & CEO, Prostate Cancer Canada, received July 31, 2013

**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.)

## **COMMITTEE OF THE WHOLE – SEPTEMBER 3, 2013**

### **PROCLAMATION REQUEST PROSTATE CANCER AWARENESS MONTH**

#### **Recommendation**

The City Clerk recommends:

- 1) That September 2013 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**

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### **Regional Implications**

N/A

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### **Report prepared by**

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams  
City Clerk



Mayor Maurizio Bevilacqua  
Vaughan City Hall  
2141 Major Mackenzie Drive  
Vaughan, ON L6A 1T1

Attachment 1

Dear Mayor Maurizio Bevilacqua,

Prostate cancer is the most common cancer to affect Canadian men. 1 in 7 men will be diagnosed with the disease in their lifetime. The good news is that 90% of prostate cancer cases are curable if detected and treated in its earliest stages, so early detection is key. That's why, during the month of September, we raise awareness for this disease.

Consider helping us encourage men over the age of 40, as part of their annual checkup, to initiate a conversation with their doctor about early detection of prostate cancer, which may include PSA testing and a Digital Rectal Exam. 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.

Sincerely,

A handwritten signature in black ink, appearing to read "Rocco Rossi", is written in a cursive style.

Rocco Rossi  
President & CEO  
Prostate Cancer Canada

**RECEIVED**  
**JUL 31 2013**  
**CLERK'S DEPT.**



## VISION

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.

## MISSION

Prostate Cancer Canada raises funds 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.

## Prostate Cancer Facts

- / Prostate cancer is the most common cancer to afflict Canadian men.
- / During his lifetime, 1 in 7 men will be diagnosed with the disease.
- / It is estimated that 23,600 Canadian men will be diagnosed with the disease in 2013.
- / Over 90% of prostate cancer cases are curable if detected and treated in their earliest stages. Early detection is key.
- / Men with a family history of prostate cancer and those of African or Caribbean descent are at greater risk of developing the disease.
- / Prostate Cancer Canada encourages men over the age of 40, as part of their annual checkup, to initiate a conversation with their doctor about early detection of prostate cancer, which may include PSA testing and a Digital Rectal Exam.

**RECEIVED**

**JUL 31 2013**

**CLERK'S DEPT.**

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### AWARENESS

### SUPPORT

### RESEARCH

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Toronto  
2 Lombard St., 3<sup>rd</sup> Floor  
Toronto, ON M5C 1M1

Tel 416 441 2131  
1797  
Fax 416 441 2325  
Toll Free 1-888 255 0333 Toll Free

Halifax  
5121 Sackville St., Suite 101  
Halifax, NS B3J 1K1

Tel 902 420 1444  
Fax 902 420 1054  
1-855 420 1444

Calgary  
71 Rocky Vista Terrace NW  
Calgary, AB T3G 5G6

Tel 587 350  
Fax 587 350 1767  
Toll Free 1-888 255 0333

## **PROSTATE CANCER AWARENESS MONTH**

**September 2013**

**WHEREAS**, prostate cancer is the most common cancer to affect Canadian men; and

**WHEREAS**, 1 in 7 Canadian men will be diagnosed with the disease in his lifetime; and

**WHEREAS**, an estimated 23,600 Canadian men will be diagnosed with prostate cancer this year; and

**WHEREAS**, 90% of prostate cancer cases are curable if detected and treated in their earliest stages; and

**WHEREAS**, those with a family history of the disease or those of African or Caribbean descent are at a greater risk of developing prostate cancer; and

**WHEREAS**, Prostate Cancer Canada encourages men over the age of 40, as part of their annual checkup, to initiate a conversation with their doctor about early detection of prostate cancer, which may include PSA testing and a Digital Rectal Exam;

**THEREFORE**, I, Maurizio Bevilacqua, Mayor of the City of Vaughan, do hereby proclaim **September 2013** as **Prostate Cancer Awareness Month** in Vaughan.