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Hockey legend Bobby Orr lends support to local cancer research institute.

Dieppe, New Brunswick – July 21, 2006

NHL hockey legend Bobby Orr, an avid supporter of breast cancer research, toured the Atlantic Cancer Research Institute in Moncton today to learn more about local efforts to battle the disease.

Dr. Rodney Ouellette, right, of Moncton's Atlantic Cancer Research Institute, gives NHL hockey legend Bobby Orr, left, an explanation of work carried out at the Institute. Orr, an avid supporter of breast cancer research, toured the facility today while in the Moncton area for a benefit golf tournament.

"Breast cancer is devastating to so many and research is absolutely vital," Orr said. "The

Atlantic Cancer Research Institute and its dedicated team of scientists

are doing a tremendous job developing unique expertise in key research areas."

Founded in 1998, the Atlantic Cancer Research Institute is the largest centre in Atlantic Canada dedicated to cancer research. The private, non-profit facility, located at the Dr. Georges-L. Dumont Regional Hospital in Moncton, combines research expertise in genomics and biomedical sciences with state-of-the-art technology. The Institute's transdisciplinary team focuses on breast cancer, leukemia and lymphoma.

Dr. Rodney Ouellette (right), Chief Executive Officer and Scientific Director of the Atlantic Cancer Research Institute, explains the types of biomedical research done at the Institute to an attentive audience (from left to right): Marc Comeau, VP Sales and Marketing GM Canada; Bobby Orr, NHL Hockey Legend; and Russ Howard, Gold Medalist 2006 Turin Winter Olympics.

After touring the Institute, Orr visited several oncology patients at the Dr. George-L. Dumont Hospital. He later returned to the Fox Creek Golf Club in Dieppe, where he was hosting the Bobby Orr Benefit Golf Tournament. The event, organized by Assumption Life and Lounsbury's, helps fund work being carried out by scientists at the Atlantic Cancer Research Institute.

Assumption Life has run the tourney since 2001, while Mr. Orr has been involved since 2003, thanks to Lounsbury's and General Motor's involvement. Annually, the tournament raises approximately \$100,000 for the Institute. Since 2001, Assumption Life has contributed more than \$500,000 to the facility as a result of the benefit.

Orr says he is pleased the event has been so successful in making a significant contribution to the cause via the Institute's work.

"The Atlantic region is extremely fortunate to have such a top-notch facility," he said. "I think the work being done here really helps give hope for the future."



Dr. Rodney Ouellette, Chief Executive Officer and Scientific Director for the Institute, said the past year has yielded many scientific breakthroughs at the Institute, thanks in part to community supporters like Assumption Life and events like the Bobby Orr Benefit Golf Tournament.

"We are truly grateful to Mr. Orr and Assumption Life for helping us make a difference in the lives of breast cancer patients," Dr. Ouellette said. "The funds raised through this tournament are helping the Institute better understand breast cancer and are allowing us to develop better tools for its early detection, diagnosis and treatment."



For more information about the Institute, visit www.atlanticcancer.ca.

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