



Dr. Rogers Prize
— for excellence in —
COMPLEMENTARY AND ALTERNATIVE MEDICINE

MEDIA RELEASE

**NOMINATIONS OPEN IN NATIONAL COMPETITION TO RECOGNIZE ACHIEVEMENT
IN COMPLEMENTARY AND ALTERNATIVE MEDICINE IN CANADA**

\$250,000 Dr. Rogers Prize is the largest prize of its kind in North America

Vancouver, BC (February 23, 2009): Nominations are now being accepted for Canada's foremost prize rewarding individual achievement in the growing field of complementary and alternative medicine (CAM).

The \$250,000 **Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine** highlights the important contributions of researchers, practitioners and others in this field. Funded by Vancouver's Lotte and John Hecht Memorial Foundation, the Dr. Rogers Prize is awarded every two years and is the largest of its kind in North America.

A 2006 study showed Canadians spend over \$5.6 billion on complementary and alternative medicine and 54% of Canadians use these therapies and services. CAM is providing new choices for patients looking to complement traditional medical treatments, or to seek alternative options. As an expanding field, those who work within the field of CAM are pioneers who dare to "push the boundaries" in pursuing new - and even unfamiliar - approaches that come under the expansive umbrella of complementary and alternative medicine.

The Dr. Rogers Prize recognizes those who embody the same level of vision, leadership, and integrity as that of Dr. Roger Rogers. As a Canadian pioneer in CAM who was among the first to provide non-traditional therapies for cancer patients, Dr. Rogers was appointed to the Order of British Columbia in recognition of his ground-breaking work.

Nominations for the 2009 Dr. Rogers Prize will be accepted from now until June 1st. The competition is open to individuals whose complementary or alternative medicine activities are carried out within Canada.

As the largest of its kind in North America, this prize attracts experts who are at the top of the field both as candidates and as Jurors. "To choose this year's recipient, we are very pleased to again have an independent jury of five internationally renowned CAM experts" says Nancy Baxter, Dr. Rogers Prize Coordinator. Among the five member jury is Canada's own Dr. Simon Sutcliffe, Vice Chair of the Canadian Partnership Against Cancer and Dr. James Gordon, who has just published *Unstuck*, a book on non-drug approaches to address depression.

The Dr. Rogers Prize will be awarded at a gala award ceremony and dinner in Vancouver on September 25th. The evening gala follows the first ever Dr. Rogers Prize Colloquium, where more than 20 top Canadian and international experts will gather that afternoon to share their ideas on Evidence & Integration.

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"The growing acceptance and use of CAM therapies is a direct result of the trailblazers in this field," added Dr. Anita Tannis, an MD who practices integrative medicine. "They are the true pioneers who have managed to make great strides in CAM despite the odds against them. The Dr. Rogers Prize was created to celebrate their achievements, and to encourage others to continue this important work."

ABOUT DR. ROGERS

Dr. Roger Hayward Rogers is a graduate of the University of British Columbia where he obtained a Bachelor of Arts degree in sociology and psychology, a Bachelor degree in Social Work, and a Doctorate of Medicine (UBC, M.D. 1959). He worked in Family Practice for more than thirty years and was involved in teaching medical students at as a UBC Clinical Instructor.

A recognized Canadian leader in CAM, Dr. Roger Rogers began offering complementary and alternative treatments in the mid-1970's and eventually co-founded the Centre for Integrated Therapy in Vancouver in 1992, which later evolved into the Centre for Integrated Healing and today is known as InspireHealth. The Centre was set up for cancer patients who had limited or no success with traditional medical treatments.

PREVIOUS RECIPIENTS

The first Dr. Rogers Prize in 2007 was awarded to both Dr. Alastair Cunningham of Toronto, Ontario and Dr. Abram Hoffer of Victoria, BC for their individual lifetime achievements in the field of CAM.

Dr. Cunningham's pioneering work centered on the important role of the mind and its effect on the immune system, particularly in cancer patients. His program known as "The Healing Journey" has helped thousands of cancer patients and their families in Canada and around the world.

Dr. Hoffer established the paradigm of orthomolecular medicine based on the value of proper nutrition, minerals and vitamins in health and wellness and the benefits of eliminating toxic foods. He has helped thousands of patients with conditions ranging from schizophrenia to cancer.

MORE INFORMATION

Nomination forms and more details about the 2009 Dr. Rogers Prize are available at www.drrogersprize.org.

(See also fact sheet attached)

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