



Dr. Rogers Prize™

for excellence in
COMPLEMENTARY & ALTERNATIVE MEDICINE

MEDIA RELEASE

Two Recipients Share \$250,000 Prize in National Complementary and Alternative Medicine (CAM) Competition

Presentation made at gala ceremony in Vancouver

Vancouver, BC (November 1, 2007): It's a tie. An independent jury of international medical experts has decided to award the first ***Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine*** to two recipients.

Dr. Alastair Cunningham of **Toronto, Ontario** and **Dr. Abram Hoffer** of **Victoria, BC** have been selected to receive the honour and will share the \$250,000 *Dr. Rogers Prize*. The presentations were made at a gala award ceremony Thursday evening in Vancouver.

Dr. Cunningham's pioneering work was the important role of the mind and its effect on the immune system, particularly in cancer patients. In the face of extreme skepticism, he started teaching psychological and spiritual approaches to patients and documenting the effects. The first class was in his living room. 25 years later, his program known as *The Healing Journey or Wellspring*, has helped thousands of cancer patients and their families in Canada and around the world.

Dr. Hoffer's groundbreaking work was in establishing the paradigm of orthomolecular medicine. He was one of the first to advance and establish the critical value of proper nutrition, minerals and vitamins in health and wellness and the elimination of toxic foods in treating disease. . His stubborn pursuit of non-toxic orthomolecular approaches to mental and physical disorders has helped thousands of patients with conditions ranging from schizophrenia to cancer.

Drs. Cunningham and Hoffer were selected from 57 nominees accepted after a nation-wide call earlier this year. During lengthy deliberations, the judges attempted to arrive at a consensus for a single winner but judged that the contributions of these two recipients were of equal importance in terms of their impact on complementary and alternative medicine (CAM) in Canada, and decided that the Prize should be shared.

This is the inaugural year for the *Dr. Rogers Prize*, which is to be awarded biennially to individuals who make a significant contribution to the burgeoning field of CAM in Canada.

The *Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine* is named for Dr. Roger Rogers, a UBC Clinical Associate Professor emeritus who is also a recognized Canadian leader in CAM. Dr. Rogers began offering alternative treatments in Vancouver in the mid-1970s and later co-founded the *Centre for Integrated Healing*, now known as *InspireHealth*, to help cancer patients who have had limited or no success with traditional medical treatments.

(more)

Dr. Rogers maintains that "people have a right to try before they die" underlying his belief that mainstream or traditional medicine can be complemented by other treatments.

The Prize was presented at the ceremony by Dr. Rogers' wife - Dr. Marion Rogers, who worked with her husband in family practice in Vancouver for twenty-five years. "There is no doubt CAM is growing across Canada and around the world. The Fraser Institute's latest study shows Canadians spend more than \$7 billion annually on CAM therapies," she said.

"The Prize was established to help encourage those who are essentially today's CAM pioneers, so that they can continue their work and take the CAM field forward in the future. We were so glad to see that the 57 people nominated came from just about every corner of the country, showing the widespread acceptance this relatively new medical field is gaining," she added. "Like my husband, they are willing to challenge conventional thinking and dare to explore new territory without the comfort and assurance that accepted practice provides. It is this type of groundbreaking activity that the Dr. Rogers Prize wants to reward, encourage and inspire."

The Prize is sponsored by the Lotte and John Hecht Memorial Foundation, a Vancouver-based philanthropic organization.

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