

Twin Cities CEOs Against Cancer

Wendy Seyb, Chair of the GCTC Capital Campaign

In early June several of our Gilda's Club Twin Cities capital campaign committee members had the honor of attending the American Cancer Society's "CEOs Against Cancer" National Meeting in Minneapolis. CEOs from around Minnesota declared that caring about employee health and wellness is today a "moral imperative" and in Minnesota we care for our people.



According to Dr. Jeff Seffrin, the National American Cancer Society CEO, cancer is the number one economic burden with **loss of productivity costing corporations \$8.95 billion annually**, not including health care costs, which doubles the number.

Hearing these impassioned words only continues to affirm the role of a Gilda's Club in our community to deliver emotional and social support when a person is touched by cancer. **Four out of five Minnesota "employees" will feel the impact of a cancer diagnosis in their lifetime** and studies are confirming that a cancer patient's outcome is better when the psychosocial support needs are met.

Dr. Chris Moertel, co-chair of the Gilda's Club Twin Cities Medical Resource Council, shared in his "Imagine a Place" Breakfast speech, that 15% of cancer treatment is dealt with at a medical institution, 85% of cancer treatment is dealt with alone. It is our "moral imperative" to ensure a Gilda's Club program of support is available to anyone touched by cancer in the Twin Cities and in need of help during their alone time.

I know the 24 Minnesota-based CEOs Against Cancer will see the benefit of having a Gilda's Club in the Twin Cities as a resource in their fight against cancer. If you're interested in learning more about CEOs Against Cancer, here is the link to the June 10 Star Tribune article, **Click here >**

Our goal is to open by the end of 2011. You can help make it happen.

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