



Dr. Rogers Prize
for excellence in
COMPLEMENTARY AND ALTERNATIVE MEDICINE

MEDIA RELEASE

**\$250,000 DR. ROGERS PRIZE IN COMPLEMENTARY AND ALTERNATIVE MEDICINE
TO BE AWARDED SEPTEMBER 23, 2011**

Dr. Rogers Prize is the largest prize of its kind in North America

Vancouver, BC (August 30, 2011): The \$250,000 **Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine** will be awarded at a gala award ceremony and dinner in Vancouver on September 23rd. Founded by Vancouver's Lotte and John Hecht Memorial Foundation to celebrate the considerable achievements of researchers, practitioners and others in the field, the Dr. Rogers Prize is awarded every two years and is the largest prize of its kind in North America.

Open to individuals whose complementary or alternative medicine activities are carried out within Canada, the recipient of the Dr. Rogers Prize is an individual who embodies 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.

"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," said Dr. Marion Rogers, who worked alongside her husband in family practice in Vancouver for twenty-five years.

"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."

Ahead of the prize announcement, the award gala will feature a keynote address by Dr. Wayne Jonas (Samueli Institute) on the topic *Returning to Healing: Thoughts on the Journey Toward Wholeness*. The evening's events follow the Dr. Rogers Prize Colloquium, where clinicians, including both MD's and ND's, from four of Canada's top clinics – InspireHealth and Integrative Healing Arts from Vancouver, BC, Integrated Health Institute (Toronto, ON) and Seeker's centre for Integrative Medicine (Ottawa, ON) gather to discuss their experiences in the practice of integrative medicine.

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 alternative treatments in the mid-1970's and eventually co-founded the Centre for Integrated Therapy in Vancouver in 1992, which

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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.

Much of Dr. Rogers' groundbreaking work has since been documented by research as having merit, and in 2001, Dr. Rogers was appointed to the Order of British Columbia, the province's highest honour, for his pioneering work in alternative and complementary cancer care.

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 while the 2009 award was shared by Dr. Hal Gunn and Dr. Badri Rickhi for their continuing work in the field.

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 was among the first leaders in the establishment of 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.

Dr. Gunn took the Centre for Integrated Therapy co-founded by Dr. Rogers and evolved it into InspireHealth, which is renowned for treating the whole patient, and not merely the disease.

Dr. Rickhi established what is now the Canadian Institute for Natural and Integrative Medicine (CINIM) and played a key role in establishing the Integrative Health Institute at Mount Royal College. He is well known for his integrative approach to alleviating depression, particularly in teens.

MORE INFORMATION

Full details about the 2011 Dr. Rogers Prize are available at www.drrogersprize.org.

Media contact:
Kate MacDonald
Dr. Rogers Prize Coordinator
Tel: 604.683.7575 x 223