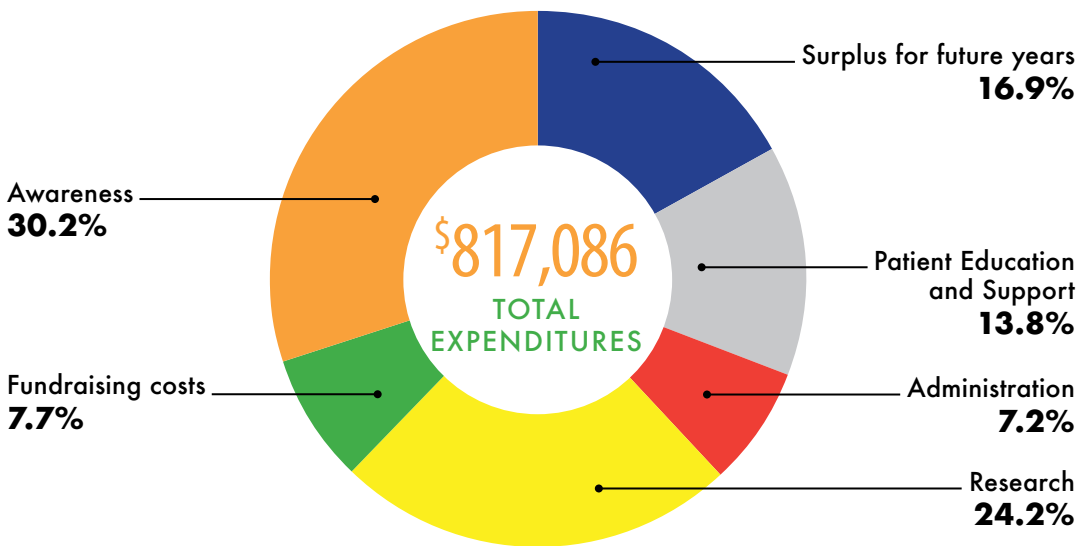
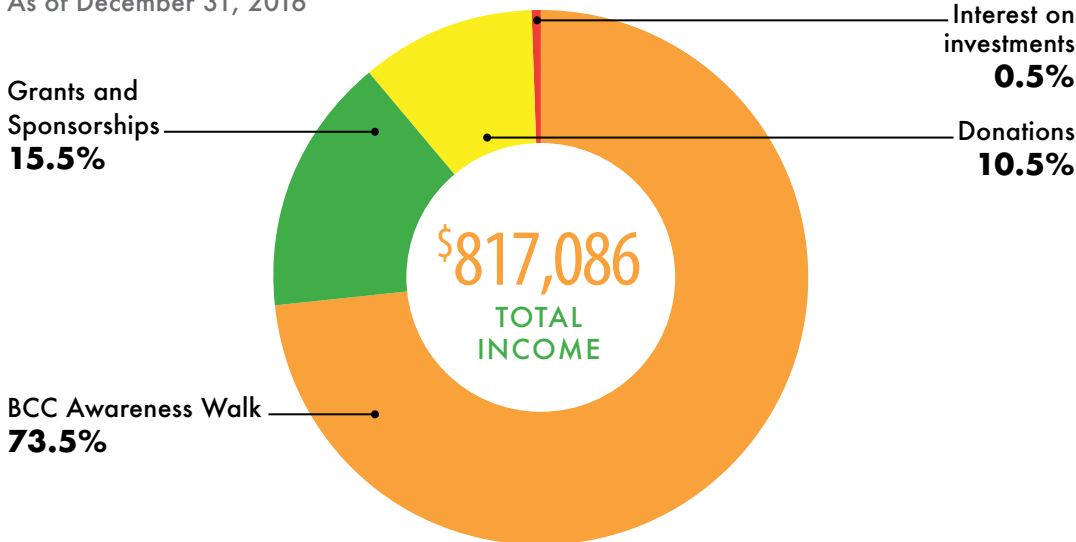


As of December 31, 2016



## SOCIAL MEDIA STATS



**1,155**  
Facebook Likes  
(2015: 852 Likes)



**2,015**  
Twitter followers  
(2015: 1,200 followers)



**34,341**  
YouTube views  
(2015: 19,275 views)

## WEBSITE ACTIVITY

**60,630**  
Website visitors  
(2015: 50,520)

**37,591**  
New visitors  
(2015: 25,614)

**1,734**  
Website registrants  
(2015: 1,542)

## NEWSLETTER

**4,200**  
Newsletter subscribers  
(2015: 3,250)

## VOLUNTEERS

**320**

### 2016 AWARENESS WALK

**\$601,260**

Total amount raised from  
20 locations across Canada



**2,100**  
Participants

### 2016 SEE RED? SEE YOUR DOCTOR CAMPAIGN

**\$145,000**  
Spend

**\$6 million**  
Retail Value