

Press Release

November 16, 2021

When a voicemail changes everything, the Alberta Cancer Foundation offers three words in return, “We can help.”

ALBERTA – The Alberta Cancer Foundation is honoured to announce details of their Giving Tuesday campaign featuring the beloved Albertan, *Julie Rohr’s*, story.

For Julie, a voicemail changed everything. Stage four cancer. Which, as she says, “*to put it bluntly, meant I was dying. It also meant, for now, I was very much living.*”

Despite only being given 12 to 18 months to live, her positive outlook, loving family, and the exceptional care she received at the Cross Cancer Institute, gave Julie six more years of moments with her loved ones. Five more than anyone expected.

During this time, Julie inspired countless Albertans with her positive approach to her prognosis and her willingness to share every step of her journey through her social media platforms @JulieRohrYEG. She inspired her family, her community, her country to find the beauty in the ordinary and loved fiercely until her last, labored breath in September of this year.

Julie may be gone but her impact on the community is only in its early chapters. Thanks to the support of her family, Julie’s story – her legacy - will continue to live on through the Alberta Cancer Foundation’s Giving Tuesday Campaign with the goal of raising \$200,000 to give more moments to all Albertans facing cancer.

“We are honoured to feature Julie and her inspiring story in our campaign,” says Wendy Beauchesne, Alberta Cancer Foundation CEO. “Julie represents so many Albertans who hear the words, ‘you have cancer.’ One in two Albertans will face a cancer diagnosis in their lifetime and one in four will not survive. We need to do more. We can all help make a difference for cancer patients across the province and help Julie’s legacy live on by donating to the Alberta Cancer Foundation this Giving Tuesday.”

As the official fundraising partner of the 17 Alberta Health Services cancer centres across the province, including the Cross Cancer Institute and the Tom Baker Cancer Centre, the Alberta Cancer Foundation’s purpose is to create more moments for all Albertans facing cancer by supporting world class research and patient care, right here in our own backyard. “We hear it over and over again--the compassionate care and world-class treatment provided by the staff at the Cross Cancer Institute, Tom Baker Cancer Centre and 15 other cancer centres across the province, is second to none,” says Beauchesne. “They offer a community of love, of friendship, of light, during a difficult cancer journey and we know Julie and her family felt that during her treatment. We want to ensure we continue to meet Albertans’ needs no matter what cancer centre they walk into across this province.”

We invite media to contact us to arrange a Giving Tuesday (November 30) segment featuring Jeremy Rohr, Julie’s brother, and Wendy Beauchesne, CEO of the Alberta Cancer Foundation who will share details of Julie’s story and speak about how the Alberta Cancer Foundation supports world class research and compassionate care right here in Alberta’s cancer centres.

“[Julie’s] life has been an inspiration to so many, and her spirit carries on in ways such as these... Thank you,” Heidi Griffin, Julie’s sister.

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