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## **Generic Pharmaceutical Industry Supports Ontario's Narcotics Strategy**

**Toronto, August 27, 2010** – Canada's generic pharmaceutical industry strongly supports efforts announced today by the Government of Ontario to curb the abuse of prescription narcotics and controlled substances.

"Canada's generic pharmaceutical industry is concerned about the overprescribing of prescription medicines and, in particular, the growing abuse of prescription narcotics," said Jim Keon, President of the Canadian Generic Pharmaceutical Association (CGPA). "We congratulate the Honourable Deb Matthews, Minister of Health and Long-Term Care, and the Government of Ontario for the important steps announced today in the Narcotics Strategy."

Mr. Keon added that CGPA would like to work with the Government of Ontario to help implement the Strategy, particularly as it relates to education initiatives regarding the appropriate use of prescription narcotics and other controlled substances.

"For many years, our Association has been active in helping to educate patients and consumers about the appropriate use of prescription medicines," Keon added. "We believe that the Government of Ontario's Narcotics Strategy is an important initiative for Ontario families and communities that deserves support."

### **About the Canadian Generic Pharmaceutical Association**

The Canadian Generic Pharmaceutical Association (CGPA) represents Canada's generic pharmaceutical industry. The industry plays an important role in controlling health-care costs in Canada. Generic drugs are dispensed to fill 56 per cent of all prescriptions but account for only 25 per cent of the \$23-billion Canadians spend annually on prescription medicines.

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### **For more information, please contact:**

Jeff Connell  
Director of Public Affairs  
Canadian Generic Pharmaceutical Association (CGPA)  
Tel: (416) 223-2333  
Mobile: (647) 274-3379  
Email: [jeff@canadiangenerics.ca](mailto:jeff@canadiangenerics.ca)  
Website: [www.canadiangenerics.ca](http://www.canadiangenerics.ca)

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**Canadian Generic Pharmaceutical Association**

4120 Yonge Street, Suite 409, Toronto, Ontario M2P 2B8 Tel: (416) 223-2333 Fax: (416) 223-2425 [www.canadiangenerics.ca](http://www.canadiangenerics.ca)