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For immediate release

“BIG” Ideas Needed to Support Young Women Battling Breast Cancer

Booby Innovation Grant: Funded by the Boobyball, Driven by Rethink Breast Cancer

Toronto, ON – August 11, 2009 – Rethink Breast Cancer (Rethink) is calling young breast cancer survivors to submit their “BIG” ideas to assist others diagnosed with the disease. This new initiative, called the **Booby Innovation Grant** (BIG), is funded by proceeds from the Boobyball. One of Toronto’s leading fundraising events, the Boobyball’s mission is to inspire young philanthropists to get involved and create a future without breast cancer. The grant, the first of its kind in Canada and conceptualized by the Boobyball committee, will engage young breast cancer survivors to empower and support other women battling the disease.

“Young women who have had breast cancer have unique insights into the challenges and gaps that exist along the journey, as they’ve been through it themselves,” said MJ DeCoteau, executive director, Rethink Breast Cancer. “However, funding restrictions can keep these ground-breaking ideas from coming to light. Through our new Booby Innovation Grant, survivors will have the opportunity to create and formalize their innovative ideas.”

The Booby Innovation Grant’s primary purpose is to encourage and provide new support services for young women with breast cancer. The grant will fund new products, programs or initiatives to help relieve suffering and improve the quality of life of other young women diagnosed with the disease. It will support work that is innovative and creative, giving survivors the means to give back to the breast cancer community.

“As a breast cancer survivor, I feel that it’s important to share the tips and tricks I learned through my experience to help other women have a better quality of life and beat this devastating disease,” said Sarah O’Regan who was diagnosed with breast cancer at age 23 and who inspired the creation of the Boobyball, which is organized and run each year in Toronto by The Society Global. “Programs like the Booby Innovation Grant will help survivors to bridge the gap in support services and meet the unique needs of breast cancer patients under 45 years old.”

One example of a ground-breaking program is Rethink’s Chemo Care Kit, created by Brigitte Davlut. While Brigitte was undergoing chemotherapy, she found it challenging to find products that didn’t aggravate the numerous side effects. After combining research with her own experiences, Davlut created the Chemo Care Kit, a product and tip guide to help other breast cancer patients choose products that ease treatment side effects. Brigitte sadly lost her battle with breast cancer at age 33, but her Chemo Care Kit lives on and continues to make the breast cancer journey a little bit easier for others.

“It is incredible young women like Brigitte and Sarah who have inspired the Booby Innovation Grant,” said MJ DeCoteau. “These are women who have so much to give back to the community and we hope that the Booby Innovation Grant, with the amazing support of the Boobyball, will enable them to do so.”

Key requirements to apply for the Booby Innovation Grant include:

- Applicant must be a young woman with a personal history of breast cancer
- Projects/programs must be specific to breast health and/or breast cancer for young women
- Services must be provided in Canada
- Applicant must provide a viable work plan and budget

For more information about the Booby Innovation Grant application requirements, please visit Rethink's website www.rethinkbreastcancer.com.

About Rethink

Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, support, public awareness and fundraising – Rethink Breast Cancer is thinking differently about how to beat breast cancer and is expanding support for the cause.

About the Boobyball

The Boobyball was created in 2002 by Ashleigh Dempster and Amanda Blakley in honour of their friend Sarah O'Regan. Sarah is an active, educated, spirited, and well spoken woman who was diagnosed with breast cancer at 23 years old. The event, which started as a quest to raise a sick friend's spirits, quickly evolved into an annual affair that has raised over half a million dollars for the breast cancer cause. The Boobyball is organized by The Society Global, a culture club for the creative class in Toronto and New York City.

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For more information or to schedule an interview with one of our spokespeople, please contact:

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