

**Breast Friends Press Release**  
**Draft 1 / October 10, 2006**

**BREAST FRIENDS: CELEBRITY FRIENDSHIPS SPARKLE  
IN BREAST CANCER PHOTO EXHIBIT**

-- *Rethink Breast Cancer unveils world touring collection in Canada* --

**Toronto, Ontario - October ##, 2006** - They say diamonds are a girl's best friend, but when a woman faces breast cancer, it's a Breast Friend she needs. From October 18 – 24, Rethink Breast Cancer and Roche Canada are celebrating the special friendship between women with breast cancer and those who support them through their disease by presenting the *Breast Friends* photo exhibit in Canada.

The *Breast Friends* exhibit features photographs of international celebrities with their Breast Friends, including Marcia Cross, Geri Halliwell, Jerry Hall, Rosanna Arquette and Canada AM's Beverly Thomson and Dr. Marla Shapiro. Currently on a world tour, the collection of portraits by world-renowned photographer Rankin is making a stop in Toronto during Breast Cancer Awareness Month. The collection is on display at Brassaii, 461 King St West, Toronto, and admission is free of charge.

"Breast cancer knows no boundaries – it affects our mothers, daughters, sisters, aunts and our best friends," said MJ Decoteau, Executive Director of Rethink Breast Cancer. "The *Breast Friends* photo exhibit speaks to everyone. Since one in nine women in Canada will develop breast cancer at some point during her lifetime, many of us will know someone who may need a Breast Friend."

The photos have also been compiled into the *Breast Friends* book, which will be available for purchase at the exhibit. All proceeds from book sales will benefit Rethink Breast Cancer.

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## **BREAST FRIENDS/2**

### **An Evening Devoted to Breast Friends**

Also this month, Rethink Breast Cancer will host two events entitled: *An Evening Devoted to Survivors* and *An Evening Devoted to the Health of Your Breasts*, featuring the *Breast Friends* International Photo Exhibit.

On October 18, breast cancer survivors will be special guests at *An Evening Devoted to Survivors*, an intimate evening focusing on the range of needs of women affected by breast cancer, including relationships with family and friends. Guest speakers will include Marisa Acocella Marchetto, breast cancer survivor and author of *Cancer Vixen*, who will share the story of her struggle with breast cancer and her life among fashionable New Yorkers. Dr. Brian Doan, a psychologist from Sunnybrook Hospital, will speak about how breast cancer affects, changes and helps develop relationships.

On October 19, Rethink Breast Cancer will host *An Evening Devoted to the Health of Your Breasts*, an informative and informal gathering focusing on breast health education and the supportive needs of people affected by breast cancer, including the important role of family and friends. Guest speakers will include Marisa Acocella Marchetto, author of *Cancer Vixen*, and Dr. Malcolm Pike, from The University of Southern California, who will speak about breast cancer prevention and health.

## **BREAST FRIENDS/3**

### **The Power of a Breast Friend**

While battling breast cancer, Jayne Manning's best friend Lori Johnston, became her Breast Friend. Jayne and Lori will share their experience with breast cancer at *An Evening Devoted to Survivors* and at *An Evening Devoted to the Health of Your Breasts*, on October 18 and 19 at Brassaii.

"Through it all Lori held my hand, encouraged me, cried with me and laughed with me. She is an angel and I will forever be thankful for her steadfast friendship and love. Every woman battling breast cancer needs the support and strength of friends and family," says Jayne.

The Markham, Ontario friends had their story selected among hundreds of entries, winning the *Breast Friends* contest and the opportunity to represent Canada at the world premier of the *Breast Friends* photo exhibit in London, England. Guests of the Rethink Breast Cancer events will be among the first in Canada to view the *Breast Friends* International Photo Exhibit.

To be a Breast Friend to someone in need, start with these steps:

- **Be There** – Ask what you can do to help and provide moral support. Offer to help with daily chores and activities or go to medical appointments to help record important information.
- **Know Her Type** – There are many different types of breast cancer and it is important for a woman to find out her type of breast cancer at diagnosis. Together, ask about the tests that are available to identify her type of breast cancer, as some types, such as 'HER2-positive' breast cancer, require individualized treatment.
- **Ask Questions** – Support her in asking questions so she knows more about her treatment, what to expect, how long it will take, side effects, etc.
- **Empower Yourself** – Help her learn as much as she can because information is power. Do research together and make sure you both learn the terminology. Take advantage of the information available from the different breast cancer organizations.

To learn more, visit the *Breast Friends* photo exhibit at Brassaii.

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## **BREAST FRIENDS/4**

### **Breast Cancer in Canada**

Breast cancer accounts for an estimated 30 per cent of all cancer cases, making it the most frequently diagnosed cancer in Canadian women.<sup>1</sup> One in nine women in Canada will develop breast cancer at some point during her lifetime.<sup>2</sup> In 2006, it is estimated that 22,300 women will be diagnosed with breast cancer and 5,300 will die of the disease.<sup>3</sup> For more information about breast cancer contact Rethink Breast Cancer at 1-866-RETHINK or visit [www.rethinkbreastcancer.com](http://www.rethinkbreastcancer.com).

### **About Rethink Breast Cancer**

Rethink Breast Cancer (Rethink) is a bold, enterprising and entrepreneurial charity dedicated to thinking differently about breast cancer. Rethink was formed in March, 2001 and takes a breakthrough approach to all aspects of breast cancer, including medical research, public awareness and fundraising. Rethink supports all women affected by and concerned about breast cancer, with an emphasis on engaging younger women.

### **About Roche Canada**

Hoffmann-La Roche Limited is a healthcare company committed to the discovery and development of new and innovative medicines to help treat human illness. Roche Canada is active in a broad range of therapeutic categories including oncology, virology, cardiology, transplantation, diagnostics and obesity.

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<sup>1</sup> Canadian Cancer Society/ National Cancer Institute of Canada: Canadian Cancer Statistics 2006.

<sup>2</sup> Ibid

<sup>3</sup> Ibid