

MEDIA ALERT

Tuesday, June 12, 2001

BOLD NEW BREAST CANCER CHARITY TO BE LAUNCHED AT FUN AND FUNKY PARTY

The Event: A hip party and silent auction to celebrate the launch of **Rethink Breast Cancer**, a bold new charity dedicated to thinking differently about how to beat breast cancer. To underscore the charity's unique approach to fundraising and promoting awareness of breast cancer, the party invitations featured a fold-out, breast-shaped card with the message: "We want you to keep both of these"! Guests will be encouraged to share their stories and views about breast cancer at a mobile "Speaker's Corner" from MuchMusic. A themed silent auction will feature items inspiring guests to "rethink your lifestyle", and music will be provided from one of Flow 93.5's hottest DJs. Over 300 people are expected to be on-hand to help raise funds at this inaugural event for Rethink Breast Cancer.

When: Thursday, June 14, 2001 from 7 p.m. to 11:30 p.m.

Where: sPaHa, 66 Harbord Street, Toronto (northeast corner of Spadina and Harbord)

Why: A great majority of women do not consider themselves at risk for breast cancer, however there is an increasing number of women in their 40s, 30s, and even 20s who are being diagnosed with this disease. Many women feel alienated and fearful of considering their risks and their breast health. Rethink aims to bring a new approach and a positive style of communicating to this population.

By taking a groundbreaking approach to all aspects of breast cancer—~~medical research~~, public awareness and fundraising—Rethink is a new breed of breast cancer charity and will play an important role in expanding support for the cause.

How: Media passes are available and tickets are available by calling Rethink Breast Cancer at 416-920-0980, or by email at mjdecoteau@sympatico.ca.