

PRESS RELEASE



RETHINK BREAST CANCER DOCUMENTARY *ABOUT HER* PREMIERES ON W NETWORK ON OCTOBER 1st *Kim Cattrall narrates one-hour film*

(August 31, 2011 – Toronto, Canada) In honour of National Breast Cancer Awareness Month in October, W Network, in association with Rethink Breast Cancer, is pleased to announce the broadcast premiere of ***About Her***. Directed by Canadian filmmaker Phyllis Ellis and featuring the voice of Canadian actress Kim Cattrall, *About Her* is a moving and powerful one-hour documentary that captures the brave and honest stories of young women across Canada who have been diagnosed with HER2+ breast cancer, an aggressive form of the disease.

The film features nine young women who share their experiences openly, with grace, rage, acceptance and much humour. *About Her* airs Saturday, October 1 at 1 p.m. ET/PT and Wednesday, October 5 at 7 p.m. ET/PT on W Network. The documentary will also be broadcast on OWN: Oprah Winfrey Network (Canada) on Saturday, October 15 at 7 p.m. ET.

"About Her conveys the power of storytelling," said Alison Gordon, vice-president of Rethink Breast Cancer and executive producer of *About Her*. "By watching the film, you really get to know each of the women intimately, and their stories are both heartbreaking and life affirming. We hope *About Her* will educate and inform viewers and ultimately inspire young women with breast cancer to know they are not alone."

"It was such an honour to make this film," said director Phyllis Ellis. "Spending time with these courageous women and documenting their stories was a deeply moving and unforgettable experience. To be able to witness their incredible strength, spirit and determination was a real privilege."

The women featured in the film are Suzanne Brocklehurst, Inez Kim, Karyn Stowe and Hayley Mezei from Toronto; Allison Lane and Tasha Westerman from Calgary, and Shawna Whiteside from Didsbury, Alberta. Leanne Copen from Toronto, whose *Chatelaine* magazine blog about her fight against breast cancer frames the film as voiced by Kim Cattrall, passed away in December 2010. Lisa Rendall from Saskatoon whose story is also featured, passed away in April 2011, after 10 years battling the illness.

In this year alone, nearly 500 Canadian women and more than 5,000 North American women under 45 will be diagnosed with Her 2+ breast cancer, while more than 2,700 Canadian women under 45 will be diagnosed with some form of breast cancer. In the last five years, more than 2,000 Canadian women under 45 have been diagnosed with Her 2+ breast cancer and more than 20,000 North American women under 45 have been diagnosed with the disease.

Produced by Henry Less Productions and Shaftesbury in association with W Network, *About Her* is executive produced by Christina Jennings and Scott Garvie for Shaftesbury; Henry Less and Sissy Federer for Henry Less Productions; and Alison Gordon, Farheen Beg and Michelle Rothstein for Rethink Breast Cancer. Phyllis Ellis serves as producer and director. Shaftesbury Sales Company holds all sales and distribution rights for the documentary outside of Canada.

For more information about the documentary, please visit www.wnetwork.com/abouther

About W Network

Watched by over 10 million viewers in an average month, W Network delivers compelling entertainment for women, ranging from blockbuster movies to popular dramas and lifestyle series. Its website, www.wnetwork.com offers in-depth show information featuring expert advice from hosts in addition to a popular games section and a rich online community. W has built a leadership position as “marketing to women experts” through its various research initiatives, including The Her Report.

About Rethink Breast Cancer

Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. 2011 marks the 10th anniversary of the first ever Canadian charity to bring bold, relevant awareness to the under 40s crowd; foster a new generation of young and influential breast cancer supporters; infuse sass and style into the cause; and, most importantly, respond to the unique needs of young (and youngish) women going through it. 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. To find out more about Rethink Breast Cancer, visit www.rethinkbreastcancer.com.

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All times are ET/PT.

For high-resolution images, please visit <http://mediacentre.corusent.com>.

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