

rethink breast cancer

HOW TO BE A LOVED ONE (OF SOMEONE WITH BREAST CANCER)

Rethink Breast Cancer releases an inspirational new LiveLaughLearn video series for caregivers, funded by Avon Canada

(February 12, 2014 – Toronto, Canada) Just in time for Valentine's Day, [Rethink Breast Cancer](#) releases a new [LiveLaughLearn](#) video series filled with practical tips on how to support someone going through cancer. Aimed at friends, families and partners, the *How to be a Loved One* short video series offers useful solutions to the challenges of providing support to someone they love who has cancer.

Through honest testimonials and humour, the series, directed by Clay Stang of Nimble Content, provides sage advice and practical tips to empower "loved ones" to take an active role in the healing and support of a young woman experiencing breast cancer. Several important topics are covered in *How to Be a Loved One* from what to do for and say to a family affected by breast cancer to creating a care kit and meal train for those going through treatment. The first episode airs Thursday February 12, 2015, with four more episodes launching every few days until the end of the month. After watching the series, caregivers will be equipped with helpful tools to provide much needed care for the women they love.

The *How to Be a Loved One* series includes the following episodes:

- Don't Ask, Do This
- What to Say
- Create a Treatment Care Kit
- Create a Meal Train
- Show Up Post Treatment

This is the second *LiveLaughLearn* video series produced by Rethink Breast Cancer for their [Boobtube](#) video channel.

"We have been so pleased with the reception of our *LiveLaughLearn* videos and are proud to be producing many more," says MJ DeCoteau, Executive Director of Rethink Breast Cancer. "By taking these important conversations and supportive resources online, we are able to reach diverse audiences in Canada and around the world to help educate and empower young women and their loved ones about the issues

surrounding breast cancer."

The series is produced with the generous support of the Avon Foundation for Women. *How to Be a Loved One* is the first of four more series planned for 2015 through the "Avon 100" grant, covering such complex topics as life after cancer treatment, how to look your best during treatment, and talking to your kids about cancer.

Watch the *How to be a Loved One* series: <http://bit.ly/1KBtQ4j>

Watch all the LiveLaughLearn videos: <http://bit.ly/1zQ3fLV>

Please Share! "Advice for those living with #breastcancer bit.ly/LiveLaughLearn
#LiveLaughLearn via @RethinkTweet"

About Rethink Breast Cancer

Rethink Breast Cancer's mission is to empower young people worldwide who are concerned about and affected by breast cancer. Rethink is 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 women going through it. By taking a breakthrough approach to all aspects of breast cancer – education, resources, advocacy, community building, and fundraising – Rethink is thinking differently about breast cancer. To find out more about Rethink Breast Cancer, visit rethinkbreastcancer.com.

About the Avon Breast Cancer Crusade

Avon launched its breast cancer crusade in 1992, pioneering the sale of pink ribbon products, and unleashing the unique power of its vast global network of Independent Sales Representatives to raise funds and awareness. With more than \$815 million raised and donated to breast cancer programs around the world, Avon is the leading corporate supporter of the cause globally. The crusade's life-saving work supports awareness and education, screening and diagnosis, access to care, support services and scientific research.

About Avon

Avon, the company for women, is a leading global beauty company, with nearly \$10 billion in annual revenue. As one of the world's largest direct sellers, Avon is sold through more than 6 million active Independent Avon Sales Representatives. Avon products are available in over 100 countries, and the product line includes color cosmetics, skin care, fragrance, fashion and home products, featuring such well-recognized brand names as *Avon Color*, *ANEW*, *Skin-So-Soft*, *Advance Techniques*, and *mark*. Learn more about Avon and its products at www.avon.ca.

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For more information, images or screeners, please contact:

Alison Lawler-Dean
Rethink Breast Cancer
416.920.0980 ext. 223
ald@rethinkbreastcancer.com