



YOUNG WITH METASTATIC BREAST CANCER

On Metastatic Breast Cancer Awareness Day (Oct 13), Rethink launches new support, education and community building tools for young women living with metastatic disease

(October 13, 2015 – Toronto, Canada): Today, on **Metastatic Breast Cancer Awareness Day**, [Rethink Breast Cancer](#) launches new [video series](#) and storytelling hub to connect and support the needs of young women living with metastatic breast cancer.

For these women, there is no cure and they often feel left out of the breast cancer movement where the focus is on surviving and conquering cancer. Metastatic breast cancer is cancer that has spread beyond the primary cancer of the breast to a different site in the body, most commonly spreading to the bones, the lungs, the liver and (less commonly) to the brain, also known as secondary or Stage IV cancer. The metastatic experience is often misunderstood or silenced by those who fear it due to lack of knowledge, information and education about metastatic disease.

“Young women with metastatic breast cancer face unique issues including isolation, ongoing treatment, challenges in living with a chronic illness, difficulty accessing clinical trials, and facing a shortened life span, all within the prime of their lives,” says MJ DeCoteau, Founder and Executive Director of Rethink Breast Cancer. “Rethink Breast Cancer is committed to providing helpful and inspiring resources and community to help women with metastatic disease live well while shaping the breast cancer conversation.”

Today, Rethink Breast Cancer launches a new multi-media hub called ***The Metastatic Diaries*** on [rethinkbreastcancer.com](#) for people to share their stories and experience of being young and living with incurable cancer. Through a collection of blogs, vlogs, photo essays and artwork Rethink wants to give those living with Stage IV cancer a compelling and meaningful way to shape their identity and share their voices to help create change to improve the lives of other young women living with breast cancer.

As part of The Metastatic Diaries, Rethink has launched a new, original video series called **LiveLaughLearn: Young with Metastatic Breast Cancer** directed by [Jesse Senko](#) and produced by [Nimble Content](#). The videos offer practical information while educating about the metastatic experience.

The series includes the following episodes:

- [Telling Loved Ones About Your Diagnosis](#)
- [Building A Legacy](#)
- [Dealing With Chronic Illness & Scanxiety](#)
- [Accessing Clinical Trials](#)
- [Finding Hope Support + Community](#)

Young women living with metastatic breast cancer are also invited to share their own videos, photos, art and writing to The Metastatic Diaries, and join the conversation about being young and living with metastatic disease #YWMBC.

Through the [Metastatic Breast Cancer Project](#), Rethink Breast Cancer seeks to *educate* the metastatic community and public about the unique needs of these women, *empower* those living with the disease through helpful tools and community, and *advocate* for change to important services and access to treatment. The multi-faceted, multi-year MBC project kicked off in April with an evening of information and conversation called [Young + Metastatic](#) which included the premiere screening of the documentary [I AM ANNA](#) followed by a panel discussion to better understand the gaps that exist in the care and support of young women living with metastatic breast cancer. This second phase of the project includes developing unique tools and supportive resources including [The Metastatic Diaries](#) and [LiveLaughLearn](#) video series to empower the metastatic community.

Website: rethinkbreastcancer.com/metastaticdiaries
Videos: LiveLaughLearn: Young With Metastatic Breast Cancer
Twitter: @RethinkTweet
Instagram: @RethinkBreastCancer
Facebook: RethinkBreastCancer
Hashtag: #YWMBC (young with metastatic breast cancer)

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 40s and under 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.

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