



MISSION: RECOVERY

Rethink Breast Cancer's new animated video series for children helps stimulate the cancer conversation amongst young families dealing with the disease

(**Feb 12, 2016** – Toronto, Canada): Today, [Rethink Breast Cancer](#), the young women's breast cancer movement, launches a new video series, [MISSION: Recovery](#), for families to help children understand and cope with cancer in a parent or loved one.

One of the greatest stressors for a young mother with cancer is the impact their diagnosis will have on their family, and more importantly their children. Many parents and caregivers have a hard time getting the words out and having open and honest dialogue with their kids. Rethink's *MISSION: Recovery* videos were created to make this conversation a bit easier and normalize the experience of having a parent with cancer so children don't feel so isolated and alone.

"We have always made family support a priority for the young women Rethink serves," says MJ DeCoteau, Founder and Executive Director, Rethink Breast Cancer, "We hope *MISSION: Recovery* will help make the cancer conversation a little easier and provide comfort to all families dealing with this disease."

Featuring colourful original illustrations by [Clayton Hanmer](#), the series brings a fictional space world to life to add an element of imagination to this difficult topic using language and images that children can understand and connect with.

"The visually stimulating, playful animation allows children to process ideas and nurtures the creative use of abstract and representational thinking about what is happening to mom and their family's breast cancer experience," says Morgan Livingstone, Certified Child Life Specialist, "Children are amazingly resilient and with the right information, attention and support, they can learn to cope with a cancer diagnosis in the family and the significant impact it may have on their daily lives."

The videos use the thoughts and voices of real kids who have had a parent with breast cancer to share helpful strategies and tips to help children understand the disease, what their parent is going through, the feelings they may be experiencing themselves, and the importance of asking for help when they need it.

The five *MISSION: Recovery* episodes are:

- [The Discovery](#) (what is cancer?)
- [Operation Rescue](#) (chemo + radiation)
- [H.E.L.P. Squad](#) (changes in routine + family support)

- [The Black Dot Returns](#) (metastasis)
- [Transmission Feelings](#) (talking about feelings)

The videos can be watched as a series or individually as various themes come up. In addition to the five videos, Rethink is also releasing the digital versions of their popular family books *The Kids Guide to Mommy's Breast Cancer* by Karen Stowe and *Talking to children about breast cancer: A guide for parents*, as well as some interactive activities to stimulate the cancer conversation.

MISSION: Recovery is the sixth edition of Rethink Breast Cancer's on-going [LiveLaughLearn](#) educational video content and was produced by [Scarlett Street](#). The concept was based on the teachings of [Morgan Livingstone](#), Certified Child Life Specialist. Funding was provided by Avon Canada.

For more information visit: rethinkbreastcancer.com/helpingchildrencope

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.

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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