



## THE COMEBACK: LIVING LIFE POST-CANCER DIAGNOSIS

*Rethink Breast Cancer releases an inspirational new LiveLaughLearn video series for women with breast cancer, funded by Avon Canada*

(August 6<sup>th</sup>, 2015 – Toronto, Canada) Today, [Rethink Breast Cancer](#), the young women's breast cancer movement, releases a new [LiveLaughLearn](#) video series filled with practical tips on living life post treatment for breast cancer. Aimed at young women who have completed cancer treatment, *The Comeback* series explores practical ways to cope with some of the life-long challenges of cancer such as managing stress, balancing work, side-effects from treatment, diet and fitness.

Through honest testimonials and expert advice, this new series, directed by Tatjana Green and Justine Diener of [Brought To You By](#), provides professional guidance and practical tips to empower young women to be gentle to themselves and learn how to get back on track after going through cancer treatment.

Several important topics are covered in *The Comeback* including professional recommendations on how to transition back to work, engage in an active lifestyle, and manage fears of recurrence and prolonged side-effects from chemotherapy, radiation and endocrine therapy. Rethink has partnered with experts from Princess Margaret Cancer Centre's Psychosocial Oncology Program and specialists in fitness, career counselling, and naturopathic medicine, as well as young women who are currently living with and recovering from breast cancer to provide important advice in each short video.

The first episode airs Thursday August 6<sup>th</sup>, 2015, with four more episodes launching every week until the beginning of September. After watching the series, women will be equipped with helpful tools to cope with the side-effects and psychological impact that breast cancer can have long after active treatment is over.

*The Comeback: Living Life Post-Cancer Diagnosis* includes the following episodes:

- **Back on the career track:** Career coaching 101
- **Just breathe:** Dealing with fear and anxiety after cancer
- **Hot flashes, fatigue, dermatitis oh my:** Managing side-effects of cancer treatment
- **Food for thought:** Changes in diet and nutrition after cancer
- **Up and at 'em:** Exercising after cancer

This is the fourth *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.

Watch *The Comeback* series: <http://bit.ly/1eTw2sz>

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

Please Share! "Advice for those living with #breastcancer [bit.ly/LiveLaughLearn](http://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](http://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](http://www.avon.ca).

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