



## FIFTEEN YEARS OF LOVE!

*For 15 years Rethink Breast Cancer has been changing lives for young people concerned about and affected by breast cancer*

(**May 15, 2016** - Toronto, Canada): This month, [Rethink Breast Cancer](#), the young women's breast cancer movement, celebrates its 15<sup>th</sup> anniversary! Founded by current Executive Director, MJ DeCoteau, in 2001, the forward-thinking charity has always filled gaps and challenged the status quo to offer breast cancer education, support, advocacy and fundraising in fresh ways.

"When Rethink started, young women were not included in the breast cancer movement at all," says MJ DeCoteau, Founder and Executive Director, Rethink Breast Cancer. "We changed the conversation to include young women who can and do get breast cancer; created awesome ways for young people to champion the cause; and provide support and community that fits."

After her mother passed away from breast cancer, MJ wanted to know more about her own risk factors and to find stylish ways to get involved in the cause. But education campaigns and fundraisers were geared at an older audience. So she recruited some smart, creative, passionate people to launch a new breed of breast cancer charity! Almost immediately, young women with breast cancer reached out with challenging stories of falling through the cracks so Rethink continued to evolve by creating innovative ways to offer support, build community, and advocate for changes to improve the lives of those impacted.

Some of the **highlights** Rethink Breast Cancer will be celebrating throughout the month of June:

- Creating impactful support and education programs such as *LiveLaughLearn* that speak to millennial women
- Developing awesome events like *Boobyball* with passionate committees to empower young people to get involved
- Advocating for equitable access to treatment and care for young

- women with breast cancer including helping get OHIP coverage for Herceptin expanded to include tumours of all size, and driving positive funding announcements in AB, BC and NS for the innovative Oncotype DX test
- Creating the first ever breast cancer film festival, *BreastFest*
  - Being featured on international news programs for getting young people to pay attention to breast health with campaigns like *Your Man Reminder*

For more highlights and to share your favourite Rethink memories follow: [#XOXV](#) and visit: [rethinkbreastcancer.com](http://rethinkbreastcancer.com)

**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](http://rethinkbreastcancer.com).

-30-

For more information, or to set up an interview please contact:

Alison Lawler-Dean  
Rethink Breast Cancer  
416.920.0980 ext. 223  
[ald@rethinkbreastcancer.com](mailto:ald@rethinkbreastcancer.com)