



## RETHINKING 4/20: MEDICAL MARIJUANA FORUM

*Rethink Breast Cancer presents Medical Marijuana + Cancer Care, an educational forum on April 19 to highlight the medicinal benefits of the cannabis plant for breast cancer patients*

(**April 19, 2016** - Toronto, Canada): Tonight, in advance of marijuana celebration day 4/20, [Rethink Breast Cancer](#), the young women's breast cancer movement, will host an interactive and informational forum on medicinal cannabis to help shift the conversation from recreational use to the plant's important medicinal qualities and how to access this side-effect treatment option.

The free *Medical Marijuana + Cancer Care* forum event on Tuesday April 19 at 6:30pm at the Alliance Francaise in Toronto will include an interactive conversation with several experts including doctors, advocates, and patients. Renowned cannabinoid medicine expert Dr. Marni Brooks and marijuana Youtube star, Marcus Richardson (A.K.A Bubbleman) will contribute their thoughts on the benefits of the cannabis plant.

"There is a lot of confusion around the topic of medical marijuana," says MJ DeCoteau, Founder and Executive Director, Rethink Breast Cancer. "We planned the forum for the day before 4/20 to pre-empt the recreational conversation and help answer the many questions cancer patients have on the medicinal properties of this intriguing plant."

### ***Rethink Breast Cancer presents Medical Marijuana + Cancer Care***

Date: Tuesday April 19, 2016

Time: 6:30-8:30pm

Location: Alliance Francaise, 24 Spadina Rd, Toronto (Bloor & Spadina)

Panelists:

- **Dr. Marni Brooks**, BSc, MSW, MD, CCFP, FCFP, Addiction + Cannabinoid Medicine
- **Marcus Richardson** (A.K.A. [Bubbleman](#)), Grower + Activist for cannabis normalization
- **Dr. Marcia Gillman**, Palliative Care Specialist, Jewish General Hospital
- **Judit Saunders**, Metastatic breast cancer thriver + Medical Marijuana advocate
- Moderated by **Alison Gordon**, Marketer + Medical Marijuana expert

RSVP: [bit.ly/MedicalMarijuanaForum](http://bit.ly/MedicalMarijuanaForum)

The forum will also debut four new videos produced by Rethink Breast Cancer and Scarlett Street to help educate patients on the topic in a creative and compelling way. The video series includes the following four episodes:

- **Not all Mary Jane is created equal:** What is medical marijuana and what is it used for in oncology?

- **Know your ABCs:** What is the difference between strains?
- **Communication is key to access:** How do you have the pot convo?
- **Smoking is so old school:** What are the many ways to ingest medicinal marijuana? Is addiction an issue?

Medical cannabis has been shown to help alleviate some of the symptoms and side effects of cancer treatment including pain, nausea, appetite loss and anxiety.<sup>1</sup> This topic has been identified as being of great interest to Rethink Breast Cancer's community and yet there lacks clear, concise information on it for a young audience. The *Medical Marijuana + Cancer Care* forum will provide information on the benefits of medical marijuana so patients can make informed decisions with their medical team.

"It's a timely week to host this important educational event on medical cannabis," said Vic Neufeld, President and CEO of Aphria Inc., a medical marijuana licensed producer (LP) partnering with Rethink on this program. "We are pleased that patients will get a chance to have their voices heard, questions answered, and to learn about the many positive benefits of this medication for pain management and other post-treatment symptoms."

Funding for Rethink Breast Cancer's medical marijuana program was provided by medical marijuana licensed producers (LPs) [Aphria Inc.](#) and [Medreleaf.](#)

For more information visit: [rethinkbreastcancer.com/medicalmarijuana](http://rethinkbreastcancer.com/medicalmarijuana)

**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).

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

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<sup>1</sup> Health Canada. "Consumer Information - Cannabis (Marihuana, marijuana)" Retrieved from: <http://www.hc-sc.gc.ca/dhp-mps/marihuana/info/cons-eng.php> Accessed March 30, 2016.