



YOUR BEST BREASTS

Rethink's sexy new video series grabs young women's attention to educate them about breast health!

(**January 21, 2016** - Toronto, Canada): Today, [Rethink Breast Cancer](#), the young women's breast cancer movement, launches a brand new video series that educates young women about breast health - from understanding and reducing your risk to staying on top of changes in your body - in a sophisticated and captivating way.

Work out. Stay fit. Eat right. Drink less. Be aware. Notice changes. Speak Up. Do more. Make healthy habits. Live well. These are some of the inspirational messages shared in the campaign to motivate breast health and help a generation of modern young women do their best to stay ahead of breast cancer.

"We know how hard it is to capture the attention of a millennial audience," says MJ DeCoteau, Founder and Executive Director of Rethink Breast Cancer, "By using strong and sexy people, powerful words and an upbeat soundtrack, we think this new campaign will make them pay attention and help breast education stick."

The *Your Best Breast Health* video series consists of 11 short and sharable videos captured by [Nikki Ormerod](#) and produced by [Spy Films](#). It was a passion project between the photographer, and frequent Rethink Breast Cancer contributor, and the organization. In addition there is a behind the scenes look at the making of the campaign and interviews with campaign stars edited by [Scarlett Street](#). Many talented people donated their time to bring the campaign to life.

"Working with Rethink on this project was both personally and professionally rewarding," says Nikki Ormerod, Photographer and Director, "Having had loved ones touched by this awful disease, I was especially motivated to help create something beautiful and impactful."

The campaign stars nine strong and fit models, including Instagram sensation [Spizoiky](#), striking a pose and flexing their muscles and features sultry music from Argentinian born [Tei Shi](#) and American songstress [Goapele](#).

The videos are:

- [Your Best Breast Health](#) (30-second breast health overview)
- [Don't Worry. Do Know Your Bod.](#) (Incidence)
- [Risky Business](#) (Personal Risk)
- [What's Normal For You?](#) (Breast Awareness)
- [You Know You Best](#) (Breast Screening)
- [Don't Be Shy](#) (Be Proactive)

- [Do It. Do It More.](#) (Healthy Habits)
- [Hard Core](#) (Body Weight)
- [Get Physical](#) (Exercise)
- [Balance Your Life](#) (Diet)
- [Make it a Virgin](#) (Alcohol)

The campaign is an evolution of Rethink's extremely popular [Your Man Reminder](#) breast health program (the app has been downloaded over 300,000 times and launch [video](#) viewed by more than 7.4 million around the world!). The original *Your Man Reminder* campaign did a fabulous job at getting women to think about breast health and give their breasts some TLC (touch, look, check), but there is more to the overall breast health story that Rethink wanted to highlight including how to reduce your risk. With background blogs to accompany each video, this new campaign provides the full story.

For more information visit: rethinkbreastcancer.com

Join the conversation and share the campaign: #YourBestBreasts

Download the Your Man Reminder app here: [iOS](#) / [Android](#) + follow @YourManReminder on social media: [Twitter](#) / [Instagram](#) / [Youtube](#)

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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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