



YMR 3.0

Rethink Breast Cancer's Your Man Reminder relaunches hotter than ever with more hotties and new ways to receive breast health updates!

(July 13, 2015 – Toronto, Canada): Today, [Rethink Breast Cancer](#), the young women's breast cancer movement, relaunches their [Your Man Reminder](#) breast health campaign with an updated smart-phone app and two new ways to receive breast health reminders from the hottie of your choice.

Your Man Reminder (YMR) uses hot guys and girls to educate women about the importance of being breast aware and excites them to give their breasts a little TLC (touch, look, check). YMR has been an extremely successful way to spread the detection message for the charity; the app has been downloaded over 300,000 times and launch [video](#) viewed by more than 7.2 million around the world!

Now, five new hotties have been added to the app to ensure there is someone to tickle the fancy of the program's young audience and appeal to its international following. In addition, the app has been streamlined to offer easier ways to set up reminders, learn about breast health, keep notes, and share the important message with friends through a personalized Man-o-Gram.

Rethink Breast Cancer has also added two new social media accounts for women to receive their reminders. You can now follow YMR on [Twitter](#) and [Instagram](#) to get updates right in the popular social networks! And look out for the guys to make a guest appearance in another hot mobile app soon.

"We are thrilled by the success of Your Man Reminder," says MJ DeCoteau, Founder and Executive Director of Rethink Breast Cancer, "and are excited to expand the reach of the program so we can help more young women stay on top of their breast health and report any changes or concerns to their doctor."

There is no one right way to check your breasts. Rather than have women worry over technique or frequency, Rethink Breast Cancer wants to make breast health fun and engaging. As YMR's Luca says, "TLC in the shower, in bed, *whatever works for you!*"

Check out Your Man Reminder at: rethinkbreastcancer.com/yourmanreminder

Download the app here: [iOs](#) / [Android](#)

Follow the @YourManReminder breast health campaign on social media:

[Twitter](#)

[Instagram](#)

[Youtube](#)

The Your Man Reminder creative and strategy was developed by [john st](#) in partnership with Rethink Breast Cancer.

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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