



For Immediate Release

ROLL OUT THE PINK CARPET FOR THE WORLD'S FIRST BREAST CANCER FILM FESTIVAL

-- Rethink Breast Cancer announces short film 'casting call' for Breast Fest Film Festival --

Toronto, ON – May 28, 2008 – Hollywood North is turning pink for the world's first-ever film festival in support of breast cancer. Rethink Breast Cancer (Rethink) is launching the **Breast Fest Film Festival** in Toronto in November, 2008. The festival will showcase the many different aspects of breast cancer and breast health through film, including short films, documentaries, animation and dramatic features. From documentaries to dramas to comedies, the festival will profile films that span the emotional spectrum of breast cancer.

"Rethink Breast Cancer has always encouraged Canadians to look at breast cancer differently," said MJ DeCoteau, executive director, Rethink Breast Cancer. "Now, for the first time ever, we are using the big screen to engage a new audience of people from around the world to raise awareness for breast cancer in a completely new way."

Casting Call

As part of the Breast Fest Film Festival, Rethink is calling for short videos, films, animation or public service announcements that highlight the issues surrounding breast health. Both filmmakers and those touched by breast cancer, directly or indirectly, are invited to submit their works.

All submissions will be reviewed by the Breast Fest Selection Committee, which includes industry experts such as Allen Braude, Co-Director, Learning, Toronto International Film Festival Group, and Shannon Abel, Senior International Programmer, Hot Docs Festival. Selected shorts will be posted on the festival website, www.breastfestfilmfest.com, in October, 2008, and the public will be asked to vote on their favourite. The finalists will be screened during the Breast Fest Film Festival, and the director of the winning film will be flown to Toronto for the festival to discuss his or her film with the audience.

Details for Breast Fest Film Festival Short Film Submissions

Who:	Entrants must be over the age of majority
Length:	Submission must be no longer than 10 minutes
Format:	Accepted formats include .AVI, .MOV, .WMV, and .MPG
How to submit:	Submission must be uploaded to www.breastfestfilmfest.com
Selection committee:	Shannon Abel, Senior International Programmer, Hot Docs Festival Allen Braude, Co-Director, Learning, Toronto International Film Festival Group Michael Schmidt, former Marketing Director for Kino International; Founder and former Director of the Rural Route Film Festival Justina Klein, President, JK Live Productions Michelle Rothstein, Curator & founder, mobcollection.com
Deadline:	Submissions are due before midnight on Sunday, August 24, 2008



About Breast Cancer in Canada

Breast cancer is a type of cancer where cells in the breast tissue divide and grow in an abnormal and uncontrolled way and cause a tumour to form.¹ An estimated 22,400 Canadians will be diagnosed with breast cancer in 2008 and 5,300 will die from the disease.² Breast cancer is the leading cause of cancer death in young women ages 20-49.³

About Rethink Breast Cancer

Rethink Breast Cancer is an innovative charity that reaches out to young people concerned about and affected by breast cancer. By taking a breakthrough approach to all aspects of breast cancer – medical research, support, public awareness and fundraising – Rethink Breast Cancer is expanding support for the cause. Through the use of film and new media, Rethink Breast Cancer's Breast Fest Film Festival is dedicated to showcasing the many issues surrounding breast cancer in interesting ways and connecting people to the breast cancer cause. To find out more about Rethink Breast Cancer, visit www.rethinkbreastcancer.com.

For further information or to schedule an interview, please contact:

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References

¹ Rethink Breast Cancer web site, http://www.rethinkbreastcancer.com/breast_cancer_preventionabout_breast_cancer.html. Accessed May 2008.

² Canadian Cancer Society/National Cancer Institute of Canada: Canadian Cancer Statistics 2008.

³ Canadian Cancer Society/National Cancer Institute of Canada: Canadian Cancer Statistics 2007.