

For Immediate Release

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rethink
breast cancer

- a bold and enterprising charity dedicated to thinking differently about how to beat breast cancer.

Rethink Breast Cancer LAUNCHES INNOVATIVE BREAST SELF EXAMINATION CARDS FOR YOUNG WOMEN.



Rethink Breast Cancer is launching colourful and informative breast self-exam cards to engage and motivate young women who may not consider their risk or who feel alienated and fearful of using early detection methods.

Toronto, ON – October 2001 - Rethink Breast Cancer hopes more women in their 20s and 30s will become aware of the importance of giving themselves breast self-exams with the help of colorful, multicultural cards—which resemble music CD inserts.

“Young women who are healthy and active may not consider breast cancer as an imminent threat, and many women feel alienated and fearful of considering their risks and their breast health” said MJ DeCoteau, Rethink Breast Cancer’s executive director. “Rethink Breast Cancer aims to bring a new approach and a positive style of communicating about the disease - women who are aware of their breasts are the best guardians of their own health.”

- **Rethink Breast Cancer actively encourages women to continue to practice breast self-examination (BSE)**, despite a report issued by the Canadian Task Force on Preventive Health last June. Experts say that being diagnosed at an earlier stage of the disease allows women more treatment options and a greater chance for long-term survival. Through regular BSE, women become familiar with the normal appearance and feel of their breasts and are better able to recognize any change and report it to their doctor for further professional evaluation.
- **Rethink recommends ALL women should take steps to detect breast cancer early, when the chances for survival are greatest** by performing monthly breast self-examination (BSE) beginning by age 20, having a clinical breast examination at least every 3 years beginning at 20 and annually after 40 and having annual screening mammography beginning by age 40.

About Rethink Breast Cancer

Rethink Breast Cancer is an innovative new charity dedicated to thinking differently about how to beat breast cancer. By taking a breakthrough approach to all aspects of breast cancer—medical research, public awareness and fundraising—Rethink will play an important role in expanding support for the cause.