

FOR IMMEDIATE RELEASE

RETHINK BREAST CANCER PRESENTS "Rethink Rocks"
Charity's hippest fundraiser yet, brings a hot NY trend to Toronto

Toronto, ON – November 2002 – Rethink Breast Cancer Canada (the charity that brought you **Fashion Targets Breast Cancer**), in association with **Osis**, presents **Rethink Rocks**, a fundraiser that revisits the hardcore punk hysteria of the 70's and 80's. The benefit, taking place at the Bright Pearl on **Thursday November 7th**, will celebrate the icons that defined the **punk movement**. Complete with a combustible soundtrack, campy back-arching and leg-thrusting guitar star poses on stage, wild and crazy hairdos and plenty of leather and torn denim, the fundraiser will take guests on a tour through key moments in rock history.

While today's movers and shakers were just kids during the original punk hysteria of 1977, that snarling-feedback music and aggressive aesthetic has never really gone away. Even in this decade of Britney and boy bands, its influence emerges in everything from the punk meets pop posturing of artists like Green Day and Pink to the more pure punk sound of hot new bands like **the Strokes, the White Stripes and the Hives**.

"Rethink Rocks offers everyone who has heard about **Heavy Metal/Punk Rock Karaoke—the hot New York night club scene trend**, a chance to come see it from the best spot in Toronto....**ONSTAGE at our fundraiser!**" says **MJ Decoteau**, Executive Director Rethink Breast Cancer.

"Rethink Breast Cancer looks for new and different ways to raise awareness and funds to fight breast cancer," says Mary-Jo DeCoteau. "We want to take the stuffiness out of fundraising events and make them fun, hip and accessible."

A highlight of the evening will be a performance by an all star band (9:15 p.m.) featuring **Moe Berg** from **The Pursuit of Happiness** on guitar, **Craig Browne** from Memory Bank on guitar **Johnny Bora** on bass and **Dave Gilby** from The Pursuit of Happiness on drums. The band will be on stage later in the evening (10:30) to back up our hard rock Karaoke session. Other expected guests to belt out a tune are: **George Stroumboulopoulos, Untamed-Daniella Waters and Kim Moffit, Damhnait Doyle, Krista Sutton, Jian Ghomeshi, Catharine Tamas and Avery Haines**.

The event is taking place at **Bright Pearl**, a kitschy Chinese restaurant in the heart of Chinatown, Dundas and Spadina. "While most events in Toronto are vying for the new 'in' place" says Alison Gordon-Farber, Director of Marketing and Communications, Rethink Breast Cancer. "with Rethink Rocks we wanted to be authentic about where the hardcore rockers go after their concert—a Chinese restaurant for late night munchies!"

Also on hand that evening will be a group of **Guerilla Hair Stylists** helping guests look the part (big hair and all!) with hair products by **Osis**.

Tickets are \$50 and can be obtained by calling Rethink Breast Cancer at 416-920-0980.

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. All funds raised at this event go towards breast cancer research.

For more information, please contact:

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