



## THE NEW RETHINK

*Rethink Breast Cancer launches new brand identity, updated mission, and website focusing on educating young people about breast cancer*

(June 25, 2015 – Toronto, Canada): Today, [Rethink Breast Cancer](http://RethinkBreastCancer.com) relaunches [rethinkbreastcancer.com](http://rethinkbreastcancer.com) as a content portal for young people around the globe to access the latest information about breast cancer in a supportive digital environment along with a new brand look and logo for the 14-year old Canadian charity.

The new website and brand identity support Rethink's mission *to empower young people worldwide who are concerned about and affected by breast cancer* in a bold, modern and youthful way.

An updated mission called for an updated look. International agency Anomaly was asked to develop a new brand identity and website for the organization that represents Rethink's goal to constantly *re-think* what breast cancer education, support, and advocacy look like for a young audience. The new wordmark was designed not just as a logo, but as a statement and brand promise.

"The world and the breast cancer landscape have changed a lot since I started Rethink in 2001," says MJ DeCoteau, Founder and Executive Director of Rethink Breast Cancer. "As an organization we decided that to continue to stay ahead of the curve, it was time to refine our strategic focus and build on our strength of creating awareness and understanding in a contemporary way. Our goal is to be the leader of breast cancer conversations for young women around the globe and now we have the look and online experience to offer that."

Rethink has always stood out by speaking to young people in their own language. And now, by embracing digital culture and the online communities in which they communicate, Rethink is better equipped to further reach and serve their growing audience. Through this new content-driven website the organization will be able to connect young women world-wide with multi-media tools and resources to educate, empower and advocate on the breast cancer issues important to them.

"We've long admired Rethink's ambitious mission and openness to pushing the boundaries in order to breakthrough with such an important message," says Dave Douglass, Partner and Executive Creative Director of Anomaly. "They are truly trailblazers in this space and we are proud to have helped them realize this evolution of their organization."

The site has been built to regularly share the latest news in *Breast Health* (detection, risk reduction and screening) and *Living with Breast Cancer* (diagnosis, treatment, life after treatment, support for families, metastatic

cancer and more...) for young people and will offer practical and emotional support through video content and blogs, bringing personal and expert insight into the experience. Moreover, the site will showcase Rethink's *Campaigns for Change* making it easy for their audience to get involved in improving the lives of young people concerned about and affected by breast cancer.

The website and brand identity were created by [Anomaly](#), with the development support of [Dynamic Mind](#), photography by [Nikki Ormerod](#) of [Westside Studios](#), and animation by [Wingman VFX](#).

Check out the new Rethink at [www.rethinkbreastcancer.com](http://www.rethinkbreastcancer.com)

#### **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](http://rethinkbreastcancer.com).

#### **About Anomaly**

Founded in 2004, Anomaly is a difficult to define, but exciting to work at 'new model' agency with offices in New York, London, Amsterdam, Toronto, and Shanghai. The agency's blue chip client roster includes Budweiser, Bud Light, Converse, Diageo, Google, Hershey's, MINI, Panera, P&G, Spotify and San Pellegrino. Anomaly has been recognized for a very wide range of work including Gold Effies for effectiveness including Media Strategy and as a Brand Owner; Lions, Cyber Lions, and Grand Prix from Cannes; a Mercury Music Prize; and two Emmys for a TV series the agency created and co-owns.

-30-

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](mailto:ald@rethinkbreastcancer.com)