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RETHINK BREAST CANCER ANNOUNCES 2015 BRAND PARTNERSHIPS FOR BREAST CANCER AWARENESS MONTH

Toronto, ON – Today, [Rethink Breast Cancer](#), the young women’s breast cancer movement, proudly announced its brand partnerships for Breast Cancer Awareness Month October 2015. For the 15th year, Rethink Breast Cancer has partnered with several amazing companies to raise funds for its ongoing efforts to empower, advocate and educate young people concerned about and affected by breast cancer.

This year’s Rethink Pink partnerships range from beauty products and artisanal goods, to practical tools and attention-grabbing apparel, making it easier than ever to support the cause. A percentage of all proceeds from Rethink’s partners’ products and services will allow Rethink to carry out their important work. It will also give the organization the ability to be continually *#rethinkingpink* by offering a unique twist on how breast cancer education, support, resources and advocacy are provided to a millennial audience.

“Breast Cancer Awareness Month is not just about raising awareness for a disease far too many of us have been touched by; it’s about making a difference in the lives of those impacted, providing solutions and offering support until a cure is found,” said **MJ DeCoteau, Executive Director, Rethink Breast Cancer**. *“The funds raised through our partners make vital initiatives for the breast cancer community possible. These companies stand behind our work and our mission to empower young people through cutting-edge breast cancer education, resources, advocacy, community-building and fundraising.”*

The [2015 Rethink Pink collection](#) includes:

- **Aerie** – Bright Pink bralette, \$24.95
- **Apollo Tools** – Precision Tools Pink Tool Kits, \$29.99 & \$39.99
- **Harley Davidson** - Pink Label apparel collection, \$12.95 to \$418.95
- **Sid Dickens** – Dragonfly Memory Block, \$92
- **Caryl Baker Visage** – Kisses for the Cause collection, \$18 to \$49
- **Panera Bread** – Pink Ribbon bagel, \$1.39 (or \$11.99/dozen) and travel mug, \$10
- **Civello** – \$5 donated from each blow out service during October
- **AG Hair** – Use Love Care BB Cream, \$26
- **Leibish Diamonds** – \$100 from each pink diamond sold during October
- and [more...](#)



Rethink Pink collection includes bright pink bralette by Aerie, pink tool kit by Apollo Tools and pink label mug by Harley-Davidson

*"The Pink Label collection is more than something you wear," says **Shannon Walker, general merchandise lead, Harley-Davidson Canada.** "It's the power to make a difference. Harley-Davidson Canada is proud to have partnered with Rethink Breast Cancer for the past six years, supporting an organization that empowers, advocates and educates women about breast cancer."*

During Breast Cancer Awareness Month, Rethink will also give special attention to advanced cancer through their [Metastatic Breast Cancer Project](#) (MBC Project). Breast cancer becomes metastatic when it has spread beyond the primary spot in the breast to a different site in the body; the MBC Project is a multi-faceted, multi-year program created to educate and support those affected by metastatic breast cancer, especially as the experience is often misunderstood or silenced. Rethink aims to promote and cultivate knowledge, information and education about advanced breast cancer, helping to eliminate some of the fears held by those affected. The MBC Project includes the release of **five new LiveLaughLearn videos** mid October full of helpful information for those living with metastatic cancer around Metastatic Breast Cancer Awareness Day on Oct. 13.

To view all of the partners and shop the full Rethink Pink collection, click [here](#). Select items are also available on [Giftagram](#).

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. For more information, please visit rethinkbreastcancer.com.

Website: rethinkbreastcancer.com/shopforrethink

Twitter: [RethinkTweet](#)

Instagram: [RethinkBreastCancer](#)

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Hashtag: #RethinkingPink

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