



MEDICAL MARIJUANA + CANCER CARE

Rethink Breast Cancer launches medical marijuana program to educate and empower patients to make informed decisions

(**April 14, 2016** – Toronto, Canada): [Rethink Breast Cancer](#), the young women’s breast cancer movement, has launched their medical marijuana program to educate and empower breast cancer patients by providing information and advice on use of medical cannabis. The program will include an online educational video series and an interactive panel discussion hosted by medical experts on April 19th.

“The women in our network are very curious about medicinal cannabis,” says MJ DeCoteau, Founder and Executive Director, Rethink Breast Cancer. “Even though it is a legal, Health Canada-approved, medication option, the benefits and how to access it are still widely misunderstood. We want to help clear this confusion up.”

Rethink Breast Cancer’s program, **Medical Marijuana + Cancer Care**, will educate patients, health care professionals, and the public about medicinal cannabis and empower young women with breast cancer to enter the conversation and explore if this could be of benefit for them. The 2016 program includes four new educational videos, which explore important topics from how medicinal cannabis works to how to speak with your doctor about it. The videos will debut at an [informational forum](#) on Tuesday April 19, 2016 at 6:30pm EST at the Alliance Francaise in Toronto. The forum will explore the topic of medical marijuana for cancer care through a moderated panel of experts including doctors, advocates, and patients followed by an audience Q&A.

Medical cannabis has been shown to help alleviate some of the symptoms and side effects of cancer treatment including pain, nausea, appetite loss and anxiety.ⁱ

“Initiatives like this are paramount to educating breast cancer patients, and patients with a variety of diseases and ailments, on medical cannabis as an effective pain management treatment,” said Vic Neufeld, President and CEO of Aphria Inc. “We are pleased to partner with this committed group at Rethink Breast Cancer, and hope we can help clear the air with their patient members on the use of this medication.”

Funding for Rethink Breast Cancer’s medical marijuana program was provided by medical marijuana licensed producers (LPs) [Aphria Inc.](#) and [Medreleaf](#).

For more information visit: 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.

-30-

For more information, or to set up an interview please contact:

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ⁱ Health Canada. "Consumer Information - Cannabis (Marihuana, marijuana)" Retrieved from: <http://www.hc-sc.gc.ca/dhp-mps/marihuana/info/cons-eng.php> Accessed March 30, 2016.