

March 5, 2015: Give a Hug for Brain Tumour Patients

London, ON – Every hour of every day, more than one Canadian learns they have a brain tumour. It's a diagnosis that changes life in an instant – for the patient, and their loved ones and family, too. On March 5 2015, Brain Tumour Foundation of Canada will celebrate the incredible strength of these patients, survivors and caregivers with "Give-a-Hug Day." The national charity is calling on all Canadians to reach out and hug someone special on March 5, as a way to show their support for the 55,000 men, women and kids living with a brain tumour.

"Give-a-Hug Day" stems from young brain tumour survivor Sebastian Yanqueleveh's concerns that his mother would feel upset during his second brain surgery, which happens to be on March 5. First reported by the Toronto Star on February 22, 2015, the 8-year-old didn't want his mom to be alone while he undergoes the operation, and together they came up with the idea to ask for people to give hugs on the same day.

"When we heard about Sebastian, we were blown away by his love and concern for his mom, Nadine," explains Brain Tumour Foundation of Canada CEO, Carl Cadogan. "Each day living with a brain tumour diagnosis is scary – whether you're in treatment or you're caring for someone on the journey. 'Give-a-Hug Day' is the perfect chance to remind the people you love just how important they are."

In a video posted to YouTube, Nadine talks about Sebastian's treatments and debilitating seizures due to the brain tumour. Brain Tumour Foundation of Canada learned about the family's story and wanted to find a way to get behind the young boy's dreams to send a universal hug to his mom. "Every little bit of courage and strength makes a difference when you're on the brain tumour journey. We hope Sebastian, Nadine and everyone affected by this disease finds March 5 a little brighter, a little sunnier, and hopefully a little more hope," adds Cadogan.

Canadians can get involved with "Give-a-Hug Day" by:

- Giving a hug to their loved ones in honour of Sebastian and all brain tumour patients
- Sharing their story and photos of hugging and hope at BrainTumour.ca/GiveAHug or on social media with the hashtag **#GiveAHug**

About Brain Tumour Foundation of Canada

Founded in 1982, Brain Tumour Foundation of Canada is the only national, not-for-profit organization dedicated to reaching every Canadian affected by a brain tumour through support, education, information and research. Every year, thousands of people affected by brain tumours find hope through Brain Tumour Foundation of Canada, while gaining a better understanding and knowledge of their disease. Every day, 27 Canadians are diagnosed with a brain tumour and there are an estimated 55,000 currently living with the disease. Brain Tumour Foundation of Canada is funded solely through generous contributions from individuals, corporations, organizations, employee groups and special events. Learn more at: www.BrainTumour.ca.

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For further information or to schedule an interview with a Brain Tumour Foundation of Canada spokesperson contact:

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