

## Media Release

# Fired up about Brain Tumour Awareness

## Brain Tumour Foundation of Canada partners with London Fire Department

**London, ON – April 24, 2018** – *May is Brain Tumour Awareness Month.* Together with London firefighters, Brain Tumour Foundation of Canada will officially launch Brain Tumour Awareness Month on May 1<sup>st</sup> with a live Facebook stream from London Fire Department headquarters.

Each year, Brain Tumour Foundation of Canada asks people to turn May Grey for Brain Tumour Awareness. This month, London firefighters will wear a grey ribbon to support the cause and have a special surprise for Facebook followers during Tuesday's launch.

"We are happy to partner with Brain Tumour Foundation of Canada to show our support for the brain tumour community here in London. The London Fire Department looks forward to turning grey in May," said Lori Hamer, Acting Fire Chief.

Everyday at least 27 Canadians are diagnosed with a brain tumour, making this a valuable partnership to spread more awareness of brain tumour signs and symptoms.

Brain tumours are also the leading cause of cancer death in children. They are unpredictable and complex. Brain tumours can affect vision, hearing, memory, balance and mobility. The effects from a brain tumour and its treatments are physical, emotional, financial, and last a lifetime.

"Raising awareness of brain tumours is critical to provide support, information, research, and most importantly, hope to anyone affected by a brain tumour," said Susan Marshall, CEO of Brain Tumour Foundation of Canada. "We are excited to launch this campaign with our local firefighters to turn May grey."

**What:** Launch Brain Tumour Awareness Month

**When:** May 1, 2018 at 1:00 p.m.

**Where:** London Fire Dept., 400 Horton St. E, London ON / [www.facebook.com/BrainTumourFdn](http://www.facebook.com/BrainTumourFdn)

**About Brain Tumour Foundation of Canada:** Brain Tumour Foundation of Canada is the only national charity offering information and support to patients affected by any kind of brain tumour – be it cancerous, non-malignant or metastases. The organization funds ground-breaking research across North America and, since 1982, has dedicated over \$6.2 million to finding a cure and improving treatment for brain tumour survivors. Brain Tumour Foundation of Canada is funded solely through generous contributions from individuals, corporations, organizations, employee groups and special events. Learn more at Brain Tumour Foundation of Canada's website: [www.BrainTumour.ca](http://www.BrainTumour.ca).

**For more information, please contact:**

**Carla Garrett**

Marketing and Communications Associate

Brain Tumour Foundation of Canada

1.800.265.5106 ext. 244

[cgarrett@braintumour.ca](mailto:cgarrett@braintumour.ca)