

## Media Release

# Brain Tumour Foundation of Canada launches 2021 Brain Tumour Walk program

**New theme, new website, same goal - #EndBrainTumours**

**London, ON – January 27, 2021**

### **How will you walk on June 27?**

Brain Tumour Foundation of Canada invites you to join in the celebration on Sunday, June 27, 2021 for the national Brain Tumour Walk.

The theme for the 2021 Brain Tumour Walk program is *'Walk Your Way to #EndBrainTumours'*, and participants are encouraged to take part in the day's activities in whatever way suits them - joining thousands of fellow Canadians taking up the cause.

Last year's Virtual Brain Tumour Walk saw Canadians walk, dance, run, swim and cycle while raising money for vital brain tumour research and support programming.

This year?

That's up to you.

### **What's new**

This year's Brain Tumour Walk program also features some exciting, new twists.

The first is a brand-new website – [www.braintumourwalk.ca](http://www.braintumourwalk.ca) – complete with a fresh look and feel, as well as a new participant platform that is much more user-friendly.

The second new addition is a fundraising incentive program. From now until the walk on June 27, participants can work their way up the fundraising ladder, earning rewards as they reach different milestones. Full details are listed at [www.braintumourwalk.ca](http://www.braintumourwalk.ca).

### **Your support matters**

The Brain Tumour Walk is the single largest fundraiser for Brain Tumour Foundation of Canada. Last year, despite the pandemic, participants raised an amazing \$1.2 million. These funds are put to use advancing new and exciting research, fostering the scientists and specialists of tomorrow, and providing support services to every Canadian affected by a brain tumour.

In 2020, the organization was able to award five feature grants, two new studentships and a fellowship – all thanks to the generosity of donors and sponsors.

## Media Release

Brain Tumour Foundation of Canada has also been able to create a new suite of virtual programs, and introduce new online supports for young adults - extending the organization's reach directly into the home to meet the challenge of the times.

### Join the movement

But to continue to raise the bar on what Brain Tumour Foundation of Canada can achieve, help is needed. The Brain Tumour Walk program is an excellent way to ensure a brighter future for all Canadians affected by a brain tumour.

The first step is to register online at [www.braintumourwalk.ca](http://www.braintumourwalk.ca), and begin fundraising today. Register by February 27, 2021 and you'll receive a Brain Tumour Walk wristlet – the first of many incentive rewards.

Every day in Canada, 27 people are diagnosed with a brain tumour.

On June 27, we walk for them, for those before them, and those to come.

Step by step, we will #EndBrainTumours.

-30-

For more information or to arrange an interview, please contact:

Gerard Creces

Communications and Marketing Associate

Brain Tumour Foundation of Canada

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

1-800-265-5106

### Facts about brain tumours

Each day in Canada, 27 people will hear the words, "You have a brain tumour." There are an estimated 55,000 Canadians currently living with a brain tumour. Signs and symptoms can include headaches, dizziness, blurred vision and behavioural changes, in addition to morning nausea, hearing impairment and weakness or paralysis. There are more than 120 different types of brain tumours, making effective treatment very complicated.

**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 \$7.7 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).