



FOR IMMEDIATE RELEASE

## Turn May Grey During Brain Tumour Awareness Month

**London, ON, May 1, 2023** – May is Brain Tumour Awareness Month in Canada. Every day, 27 Canadians are diagnosed with a brain tumour. Brain tumours can affect anyone, regardless of age, gender, or background. They can have a profound impact on individuals, families, and communities. There is no cure.

Brain Tumour Awareness Month aims to raise awareness about brain tumours, promote research, and support those affected by the disease. It is an opportunity to unite as a collective force, raise our voices, and create positive change. This campaign aspires to provide inspiration and encourage action from individuals, the healthcare community, and governments to improve public awareness and access to early diagnosis.

This year, Brain Tumour Foundation of Canada highlights the need to raise awareness for brain tumour signs and symptoms to increase early detection and diagnosis and improve patients' survival chances.

*"It is estimated that 55,000 Canadians are surviving with a brain tumour right now. Brain tumours are the leading cause of solid cancer death in children and young adults under 40. Although every person diagnosed with a brain tumour will have differences in their symptoms and their own journey to a diagnosis, it is important to know, and pay attention to, the most common signs and symptoms. If you or a loved one experiences these symptoms, please consult your doctor," explains Shannon LaHay, CEO of Brain Tumour Foundation of Canada.*

Learn more about the most common signs and symptoms of a brain tumour at [www.braintumour.ca/signs](http://www.braintumour.ca/signs).

### **There are many ways to get involved and show support:**

1. Turn May Grey: Wear your favourite grey shirts, pants, hats, nail polish, and update your social media accounts with a grayscale profile picture and our [Facebook profile frame](#). Explore Brain Tumour Foundation of Canada's collection of [Brain Tumour Awareness Month graphics](#) and social media templates and share them on your social networks to #TurnMayGrey.
2. Share your story: If you or someone you know has been affected by a brain tumour, reach out to share your story with Brain Tumour Foundation of Canada, or share on social media or in your local community.

3. Get informed: Educate yourself about brain tumours by [reading reputable sources](#), attending [webinars](#), and talking to healthcare professionals.
4. Donate or fundraise: Support brain tumour research and patient programs by donating to the cause. Join the fundraising effort and encourage your family and friends to do the same by creating a [fundraising page](#) or starting a [Facebook fundraiser](#). Sign up for a [local Brain Tumour Walk](#) or the [National Virtual Walk](#).
5. Volunteer: Get involved in local events, fundraisers, or awareness campaigns such as the [Brain Tumour Walk](#).
6. [Advocate](#) for change: Contact your elected officials and urge them to prioritize brain tumour research and patient support programs.

Learn more about Brain Tumour Awareness Month at [www.braintumour.ca/BTAM](http://www.braintumour.ca/BTAM).

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**About Brain Tumour Foundation of Canada:** Brain Tumour Foundation of Canada is the only national charity in Canada offering information and support to patients affected by any type of brain tumour – cancerous, non-malignant or metastases. The organization funds ground-breaking research across North America and, since 1982, has dedicated over \$9.5 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 [www.braintumour.ca](http://www.braintumour.ca).