



FOR IMMEDIATE RELEASE

On Oct. 24, Join the Hats for Hope Movement and Make a Difference

London, Ont., Oct. 17, 2023 – Brain Cancer Awareness Day is quickly approaching. On Tuesday, Oct. 24, join the Hats for Hope movement and help us raise awareness for brain cancer.

The Hats for Hope movement started in 2019, with Brain Tumour Foundation of Canada selling toques to raise funds and awareness for brain cancer. Since then, thousands of toques have been sold and #HatsForHope has had a far-reaching impact on social media.

This year, Colonel Chris Hadfield, retired astronaut, author, and space advocate, is the campaign's national ambassador. Mr. Hadfield has been a longtime, loyal supporter of the Hats for Hope campaign.

“You may not know that of the 27 people diagnosed with a brain tumour every day in Canada, eight will find out they have brain cancer. Malignant or not, brain tumours are life-altering and treatment options are limited.”

- Colonel Chris Hadfield

Brain Tumour Foundation of Canada invites Canadians to help spread awareness and hope for Brain Cancer Awareness Day (Oct. 24) and during International Brain Tumour Awareness Week (Oct. 28 to Nov. 4, 2023), by posting a photo of themselves wearing a toque or a hoodie on social media with the hashtags #HatsForHope or #HoodiesForHope.

Thanks to the organization's partner, New Era Grafix, all proceeds from the sale of the hats and hoodies, as well as funds donated, will help Brain Tumour Foundation of Canada continue funding research, support programs, and advocacy efforts on behalf of the brain tumour community.

Purchase a toque or hoodie: www.hatsforhope-shop.ca

Learn more about the Hats for Hope movement: www.hatsforhope.ca

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Media Contact Information:

Amanda Wong
Digital Communications Associate



awong@braintumour.ca

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 groundbreaking 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.