



FOR IMMEDIATE RELEASE

## Turn May Grey: Join the Movement to End Brain Tumours during Brain Tumour Awareness Month 2024

**London, Ont., April 25, 2024** – May is Brain Tumour Awareness Month in Canada, a time to unite, raise awareness, and advocate for those affected by brain tumours. At Brain Tumour Foundation of Canada, we invite you to #TurnMayGrey and join us as we #EndBrainTumours together.

Here's how to take part:

- Share your story and black and white photos on social media (don't forget to update your [profile picture](#), too!). Use the hashtag **#TurnMayGrey** and tag us **@BrainTumourFdn**.
- Check out our [latest video](#), which captures the emotional journey of individuals facing brain tumours. Share this impactful video on social media to spread awareness and support those affected by a brain tumour!
- Download our [social media toolkit](#), which contains graphics and posters that you can share online, send by email or print.
- Start the conversation by encouraging elected officials to prioritize brain tumour research and support programs.
- Fundraise your way. Visit [www.EndBrainTumours.ca](http://www.EndBrainTumours.ca) to fundraise any way you choose. Use your spring cleaning to give back with a fundraising garage sale (we've created a template to make it easy!) or choose from our list of ideas.
- You can also participate in our Brain Tumour Walk by signing up at [www.BrainTumourWalk.ca](http://www.BrainTumourWalk.ca).

May is also Leave a Legacy Month, so there's no better time to consider how you can leave a lasting impact through [legacy giving](#). Whether it's by naming Brain Tumour Foundation of Canada as a beneficiary in your will or life insurance policy or designating a portion of your investments to the cause, your generous gift will ensure your legacy lives on.

Vision Health Month falls in May as well. Changes in vision, like blurred or double vision, abnormal eye movements, or loss of vision, can be symptoms of brain tumours. In some cases,



eye tests can detect brain tumours before symptoms appear, which is why regular eye doctor appointments are crucial.

*“May is a significant month for the brain tumour community,” says Shannon LaHay, CEO of Brain Tumour Foundation of Canada. “We encourage all Canadians to show their support and help us make a difference in the lives of those affected by brain tumours.”*

Learn more about how you can get involved and #TurnMayGrey at [www.braintumour.ca/BTAM](http://www.braintumour.ca/BTAM).



**Media Contact Information:**

Amanda Wong

Digital Communications Associate

[awong@braintumour.ca](mailto: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 ground-breaking research across North America and, since 1982, has dedicated over \$10 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).