



FOR IMMEDIATE RELEASE

Join the Hats for Hope Movement on Brain Cancer Awareness Day

London, Ont., September 17, 2024 – 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 and often invasive. Hats for Hope is a movement to raise awareness for brain cancer in Canada, taking place on Thursday, October 24, 2024.

Back in 2018, Brain Tumour Foundation of Canada had the House of Commons declare October 24, the very first Brain Cancer Awareness Day in Canada. Since then, the organization sold thousands of Hats for Hope toques, raising funds and awareness for this devastating disease. Over the years, the campaign helped reach millions on social media. This year, we're thrilled to introduce a brand-new item to the Hats for Hope collection — a stylish crew neck – in addition to our cozy hoodie and toque. All proceeds from the sale of the hats, hoodies and, crew necks will help support Brain Tumour Foundation of Canada's mission to reach every individual in Canada affected by a brain tumour through advocacy, research, information, support, and education.

Professional soccer player and vice-captain of the Canadian National Soccer Team, Stephen Eustáquio, is the campaign's national ambassador this year. Stephen was personally impacted by a brain tumour diagnosis when his mother, Esmeralda, was diagnosed with brain cancer in August 2022. Stephen will be helping us raise awareness for brain cancer in memory of his mother.

On October 24, Brain Tumour Foundation of Canada invites Canadians to put on a hat, hoodie, or crew neck, take a picture, and share it on social media using the hashtags #HatsForHope and #HoodiesForHope.

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

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

Learn more about Brain Tumour Foundation of Canada: www.braintumour.ca

**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 offering information and support to Canadians affected by any kind of brain tumour—malignant, non-malignant or metastases. Since its inception, the organization has allocated millions of dollars to fund crucial research projects, contributing to advancements in brain tumour treatment and patient care.

Every day, the organization strives to bring HOPE to all those affected by a brain tumour. HOPE through support. HOPE through information and education. HOPE through research. HOPE for a cure.

Brain Tumour Foundation of Canada is funded solely through generous contributions from individuals, corporations, organizations, employee groups and special events. Learn more at BrainTumour.ca.