

FOR IMMEDIATE RELEASE

Brain Tumour Foundation of Canada and FYidoctors join forces to raise awareness of the critical connection between eye health and brain tumours

LONDON, ON — May 1, 2025: May is both Brain Tumour Awareness Month (BTAM) and Vision Health Month. This year, Brain Tumour Foundation of Canada is proud to partner with FYidoctors to shine a light on the critical connection between vision changes and early brain tumour detection.

Together, the organizations are launching a national awareness campaign to educate Canadians about how routine eye exams can help identify early signs of brain tumours, including blurred vision, double vision, visual field loss, and abnormal eye movements.

“We’re proud to partner with FYidoctors during Brain Tumour Awareness Month and Vision Health Month to highlight the critical connection between eye health and brain tumours. Through this partnership, we hope to empower Canadians with the knowledge they need to seek care sooner. Early detection saves lives, and it often starts with an eye exam,” said Nicole Farrell, interim CEO of Brain Tumour Foundation of Canada.

Brain tumours can affect vision in subtle ways long before other symptoms appear. In some cases, an eye exam can detect signs such as swelling of the optic disc (*papilloedema*) or pressure on the optic nerve, leading to faster diagnosis and treatment.

Many people may not realize that optometrists can be the first health-care professionals to detect early warning signs, often prompting further testing that can lead to a life-saving diagnosis.

“We have been proud supporters of Brain Tumor Foundation of Canada for years now, and I am glad we are now working together to encourage Canadians to prioritize their health in this campaign for May”, said Dr. Alan Ulsifer, Chair and CEO of FYihealth group, “Eye exams go beyond determining if someone needs glasses or not – it could literally save your life or help diagnose other underlying health issues that you may not be aware of.”

The campaign will include in-clinic awareness materials, social media content, and educational resources highlighting symptoms, the importance of regular eye exams, and support services for Canadians affected by brain tumours.



With over 27 Canadians diagnosed with a brain tumour every day, early detection and awareness are critical. Brain Tumour Foundation of Canada and FYidoctors are encouraging Canadians to prioritize their health this May by scheduling an eye exam and learning more about the signs and symptoms of brain tumours.

For more information about brain tumours, visit [BrainTumour.ca](https://www.braintumour.ca).

To find an FYidoctors clinic near you, visit [FYidoctors.com](https://www.fyidoctors.com).

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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](https://www.braintumour.ca).

About FYidoctors:

FYidoctors is Canada's largest optometric network with 270 optometry clinics across the country. Doctor-led, professionally managed, and patient-focused, our organization



concentrates on delivering outstanding eye care with patient-centric products and services. FYidoctors has also been recognized as one of Canada's Best Managed Companies for five consecutive years, was featured on the Globe and Mail's Report on Business ranking of Canada's Top Growing Companies for two consecutive years, as well as a certified Great Place to Work® in Canada and the USA. Our glasses are Made in Canada; we own and operate Canada's largest lens manufacturing facility in Delta, BC.