

FOR IMMEDIATE RELEASE

Brain Tumour Awareness Month launches across Canada: Help us #TurnMayGrey to #EndBrainTumours

LONDON, ON — May 5, 2025: This May, Brain Tumour Foundation of Canada invites Canadians from coast to coast to unite for **Brain Tumour Awareness Month (BTAM)** and help #TurnMayGrey to support all those affected by a brain tumour.

Brain Tumour Awareness Month is dedicated to raising awareness, advancing research, and providing vital support to the brain tumour community. It is a time to honour the strength, resilience, and dreams of survivors, patients, caregivers, and families.

"Hope means something different to everyone," says Nicole Farrell, interim CEO at Brain Tumour Foundation of Canada. "For some, it's a breakthrough in treatment. For others, it's simply a moment of connection, laughter, or strength to get through the day. This May, we invite everyone to reflect on what hope means to them and join us in making a difference."

There are many ways to get involved:

- **Share your story** online using #TurnMayGrey and tag @BrainTumourFdn to help raise awareness.
- **Post black and white photos** to honour those impacted and spark conversation.
- [Change your social media profile picture](#) using our custom frame to show your support.
- [Share the signs and symptoms](#) of brain tumours, with special focus on vision health, to promote early detection.
- [Donate](#) or [fundraise](#) to advance life-saving research and compassionate support services.

A focus on vision health

May is also **Vision Health Month**. Many Canadians are unaware that routine eye exams can detect early signs of brain tumours. Through a new partnership with **FYidocitors**, Brain Tumour Foundation of Canada is shining a light on the critical connection between vision changes and brain tumour diagnosis. Early detection saves lives, and it often starts with an eye exam.

Take steps for hope

The Brain Tumour Walk remains Canada's largest volunteer-led, peer-to-peer fundraising event for brain tumour research and support. Communities across the country are coming together to



honour, remember, and walk in solidarity. Sign up today at [BrainTumourWalk.ca](https://www.braintumour.ca/brain-tumour-walk) and help take hopeful steps toward a cure.

Together, we can create a future where hope is always within reach.

For more information, to share your story, or to get involved, visit www.braintumour.ca.

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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).