



FOR IMMEDIATE RELEASE

Bring awareness to brain cancer this October with Hats for Hope

London, Ont., September 24, 2025 – This October, you can make a difference for those facing a brain cancer diagnosis. Purchase a hat, hoodie or mittens—NEW this year—through our Hats for Hope movement and take a stand against brain cancer.

Of the 27 people in Canada who are diagnosed with a brain tumour each day, eight will find out they have brain cancer. Brain Tumour Foundation of Canada successfully advocated for the House of Commons to recognize October 24 as Brain Cancer Awareness Day, a day observed annually since 2018.

This year, actor Paul Sun-Hyung Lee, best known for his award-winning role as Appa in *Kim's Convenience* and for his appearances in *The Mandalorian* and *Avatar: The Last Airbender*, is joining the campaign as an ambassador to help amplify awareness nationwide.

On October 24, Brain Tumour Foundation of Canada invites you to wear your Hats for Hope gear with pride, snap a picture, and share it on social media using the hashtags **#HatsForHope** and **#HoodiesForHope**.

All proceeds from the sale of hats, hoodies and mittens 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.

Purchase a hat, hoodie or mittens: [HatsForHope-Shop.ca](https://hatsforhope-shop.ca)

Learn more about the Hats for Hope movement: [HatsForHope.ca](https://hatsforhope.ca)

Learn more about Brain Tumour Foundation of Canada: [BrainTumour.ca](https://braintumour.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 offering information and support to Canadians affected by any kind of brain tumour—malignant, non-malignant or metastases. Since its inception in 1982, 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.