



FOR IMMEDIATE RELEASE

Canadians are invited to “Turn May Grey” for Brain Tumour Awareness Month

[London, Ont., April 30, 2026] – This May, Brain Tumour Foundation of Canada is calling on all Canadians to come together for Brain Tumour Awareness Month by helping to #TurnMayGrey—a national movement to raise awareness, spark conversation and support the thousands of Canadians affected by a brain tumour.

“Brain Tumour Awareness month is about coming together to make the invisible visible,” says Nicole Farrell, CEO of Brain Tumour Foundation of Canada. “By ‘Turning May Grey,’ we are showing support, honouring experiences and working toward a future where no one faces a brain tumour alone.”

What you don’t see

This year’s awareness efforts focus on the invisible realities of brain tumours—the symptoms, side effects and emotional toll that often goes unseen. Every day throughout May, our social media channels will feature messages from our community about “what you don’t see.” From survivors to caregivers to health-care professionals, the stories shared aim to bring these experiences into the light and deepen public understanding.

Join the movement: Turn May Grey

Grey symbolizes brain tumour awareness, representing the brain’s grey matter and the strength and courage of those affected.

Across Canada, [landmarks and public spaces](#) will be illuminated in Brain Tumour Foundation of Canada’s colours of orange and blue, creating a powerful visual reminder that no one affected by a brain tumour is alone.

Canadians are encouraged to take part in simple but meaningful actions throughout the month:

- If you spot a landmark or public space lit up in grey, snap a picture and tag us @BrainTumourFdn and #TurnMayGrey!
- Share your own video, completing the sentence “What you don’t see.” (Don’t forget to tag us here, too!)
- Change your social media picture to greyscale and/or use our [BTAM frame](#)
- Host or participate in local events and fundraisers, including the [Brain Tumour Walk](#)



Raising awareness, driving change

Every day, 27 Canadians will hear the words, “You have a brain tumour.” Increasing awareness of symptoms, supporting research and ensuring access to care are critical to improving outcomes and quality of life.

Get involved

To learn more about Brain Tumour Awareness Month and how to participate in #TurnMayGrey, visit BrainTumour.ca/BTAM.

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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, whether malignant, non-malignant or metastases. Since its inception in 1982, the organization has allocated millions of dollars to fund crucial research projects, advancing 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.