

KNOWLEDGE IS POWER WHEN IT COMES TO HIGH RISK BREAST CANCER.
FIND OUT WHY ON MAY 19

Rethink Breast Cancer's High Risk Forum features expert speakers, community resources and the premiere of the new documentary HIGH RISK

(May 19, 2015 – Toronto, Canada): Since Angelina Jolie revealed her high risk for breast cancer, many women have wondered about their own risk: How do you get your risk assessed? Should I get tested for a genetic link to breast cancer? If I am high risk, what are my options?

These questions and more will be answered at Rethink Breast Cancer's [High Risk Forum](#) on Tuesday May 19, 2015, 4:30 to 8:00 pm at the Toronto Reference Library. Leading experts including Professor Jacques Simard and Dr. Kelly Metcalfe will offer the latest information about high risk breast cancer, community resources will be featured and the experience of young women at increased risk of breast cancer will be illuminated at the premiere screening of [HIGH RISK: A Rethink Breast Cancer Film](#), directed by Jessica Edwards and produced by Clark Stanley Productions for [Rethink Breast Cancer](#).

The High Risk Forum is free and is open to everyone who is interested in knowing more about breast cancer risk and understanding the experiences of high risk women, including health care professionals, women who are at increased risk for breast cancer and the general public.

"As someone who is part of a high risk screening program, I know how important it is to get up-to-date information about high risk breast cancer so that I can navigate the complex and at time confusing choices that are best for my personal health" said MJ DeCoteau, Founder and Executive Director of Rethink Breast Cancer. "The High Risk Forum will help women better understand their risk and the options available for addressing it"

HIGH RISK: A Rethink Breast Cancer Film interviews seven young women at increased risk to breast cancer. They share their personal experiences – how they found out about their elevated risk, the impact of this information on their lives, and what decisions they have made or are making to address this risk. Director Jessica Edwards lends an informed perspective coming from a family with members who have had to face their genetic breast cancer risk.

"As someone who is genetically at high risk for breast cancer, I wanted to share my story to help women understand that they should not be afraid of being high risk. There are options available to reduce your risk," explained Gabriella Brilhante, one of the seven women featured in *HIGH RISK*.

The High Risk Forum and *HIGH RISK* documentary are part of the **High Risk Breast Cancer Project**, a collaborative effort between four leading breast cancer organizations: The Canadian Breast Cancer Foundation, Ontario Region; The Canadian Breast Cancer Network; Rethink Breast Cancer and Willow Breast & Hereditary Cancer Support. The High Risk Breast Cancer Project aims to respond to the needs of Canadians who are at an elevated risk of developing breast cancer through targeted activities that seek to increase awareness, provide support tools and build community for high risk women and their families. This project is funded by the Public Health Agency of Canada.

The [Canadian Breast Cancer Foundation](#) developed evidenced based digital and printed resources to help women understand the risk factors for breast cancer and being at high risk. Resources include an interactive online tool and a discussion guide for women to have a conversation with a health care provider about their risk.

The [Canadian Breast Cancer Network](#) provided information on high risk breast cancer in three editions of *Network News* and their monthly e-newsletter *Outreach*. CBCN also provided two webinars and information to community health centres on high risk breast cancer.

[Rethink Breast Cancer](#) produced a brand-new documentary – *HIGH RISK: A Rethink Breast Cancer Film* – and the High Risk Forum. Rethink’s focus is on creating supportive community + innovative resources for healthcare practitioners and young women concerned about or affected by an elevated risk for breast cancer.

[Willow Breast & Hereditary Cancer Support](#) has launched a new online resource for women who carry the BRCA gene mutation. Packed with information, interactive exercises, videos of women sharing their experiences and a decision-making guide to help you navigate your risk management options, this online resource guides women through the complexities of being at high risk for breast cancer.

About Rethink Breast Cancer

Rethink Breast Cancer’s mission is to empower young people worldwide who are concerned about and affected by breast cancer. Rethink is the first ever Canadian charity to bring bold, relevant awareness to the 40s and under crowd; foster a new generation of young and influential breast cancer supporters; infuse sass and style into the cause; and, most importantly, respond to the unique needs of young women going through it. By taking a breakthrough approach to all aspects of breast cancer – education, resources, advocacy, community building, and fundraising – Rethink is thinking differently about breast cancer. To find out more about Rethink Breast Cancer, visit rethinkbreastcancer.com.

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For more information, or to set up an interview please contact:

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