

## London Brain Tumour Support Group Kicks Off First National “Give-a-Hug Day” for Brain Tumour Patients

London, ON – Every hour of every day, more than one Canadian learns they have a brain tumour. It’s a diagnosis that changes life in an instant – for the patient, and their loved ones and family, too. On March 5 2015, Brain Tumour Foundation of Canada will celebrate the incredible strength of these patients, survivors and caregivers with “Give-a-Hug Day.” The London-based national charity is calling on all Canadians to reach out and hug someone special on March 5, as a way to show their support for the 55,000 men, women and kids living with a brain tumour.

### Media Availability/Photo Opportunity:

- **What:** Brain tumour patients, survivors and loved ones will kick-off “Give-a-Hug Day” with a group hug of support at the start of their monthly meeting.
- **Where:** London Brain Tumour Support Group, First Baptist Church, 568 Richmond Street, London, ON
- **When:** Tuesday, March 3, 2015: 7:00pm
- **Availability:** At the meeting – Londoners affected by a brain tumour, volunteers and staff; during business hours, Director of Community Engagement, Megan Winkler (or other staff as appropriate).

### About “Give-a-Hug Day”

“Give-a-Hug Day” stems from young brain tumour survivor Sebastian Yanqueleveh’s concerns that his mother would feel upset during his second brain surgery, which happens to be on March 5. First reported by the Toronto Star on February 22, 2015, the 8-year-old didn’t want his mom to be alone while he undergoes the operation, and together they came up with the idea to ask for people to give hugs on the same day.

“When we heard about Sebastian, we were blown away by his love and concern for his mom, Nadine,” explains Brain Tumour Foundation of Canada CEO, Carl Cadogan. “Each day living with a brain tumour diagnosis is scary – whether you’re in treatment or you’re caring for someone on the journey. “Give-a-Hug Day” is the perfect chance to remind the people you love just how important they are.”

Find out more about “Give-a-Hug Day” at [www.braintumour.ca/GiveAHug](http://www.braintumour.ca/GiveAHug).

### About Brain Tumour Foundation of Canada

Founded in 1982, Brain Tumour Foundation of Canada is the only national, not-for-profit organization dedicated to reaching every Canadian affected by a brain tumour through support, education, information and research. Every year, thousands of people affected by brain tumours find hope through Brain Tumour Foundation of Canada, while gaining a better understanding and knowledge of their disease. Every day, 27 Canadians are diagnosed with a brain tumour and there are an estimated 55,000 currently living with the disease. Brain Tumour Foundation of Canada is funded solely through generous contributions from individuals, corporations, organizations, employee groups and special events. Learn more at: [www.BrainTumour.ca](http://www.BrainTumour.ca).

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For further information or to schedule an interview, contact:

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