

Team Shan Breast Cancer Awareness and Education Project Calgary 2010 Press Release

Team Shan Breast Cancer Awareness for Young Women (Team Shan) will host a multi-faceted breast cancer awareness campaign in Calgary this fall. The Team Shan Breast Cancer Awareness and Education Project has been made possible through a grant from the Canadian Breast Cancer Foundation-Prairies/NWT Region.

Team Shan, a national charity, is dedicated to raising awareness that breast cancer is not just a disease of older women. Over 900 young women (15-39 years of age) are diagnosed with breast cancer every year in Canada and over 100 young women with breast cancer will die every year in Canada. The Team Shan purpose is to educate the public, health care professionals and young women about early detection, risk reduction and prevention of breast cancer. The long term goals of the Calgary project are to increase early detection of breast cancer in young women and improve outcomes for young women diagnosed with the disease.

The Calgary project will coincide with Breast Cancer Awareness Month and launch the first week in October. The project will run for 6 weeks. Activities include community billboards, LRT train displays, station and bus shelter ads and the distribution of awareness resource materials. Campus radio and print media ads will also be used to target young women on post secondary school campuses, particularly the University of Calgary, Southern Alberta Institute of Technology and Mount Royal University. The campaign theme is *breast cancer...not just a disease of older women*. Messages will focus on breast cancer facts, risk factors, symptoms and self help strategies.

Team Shan is named after Shanna Larsen. Shan was only 24 when she lost her life to breast cancer. Shan was raised in Northeastern Ontario and graduated with an honours visual arts degree from the University of Western Ontario. The Team Shan logo and sunflower graphics on the awareness materials were inspired from Shan's original art work.

Evaluations from previous Team Shan awareness campaigns concluded that "Shan's face and her story have appealed to young women and made a positive difference in communicating the breast cancer messages to them." Shanna has put a face to the disease and informed young women of their risk of breast cancer.

Thank you for your interest in the Calgary breast cancer awareness campaign and our efforts to make a difference for young women following in Shan's footsteps.

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