



NEWS RELEASE  
Montreal, October 3, 2018

### **Everything You Always Wanted to Know About Breast Cancer but Were Afraid to Ask**

Breast cancer affects a woman's life in many different ways so this October to mark Breast Cancer Awareness Month, **Breast Cancer Action Québec** (BCAQc) has invited authorities from three separate professions to share their expertise and answer questions.

**Dr Tarek Hijal**, a radiation oncologist and Director of the Division of Radiation Oncology at the McGill University Health Centre (MUHC) will discuss **current trends** in treating breast cancer.

**Linda Wynngaert**, a senior investment advisor and financial planner, will speak about the **financial impact** of breast cancer on women.

**Geneviève Labelle**, a sexologist and psychotherapist will discuss the effects of breast cancer on a **woman's sense of her body and sexuality**.

Following the presentations, three BCAQc members - **Jocelyne Lamoureux, Rosanne Cohen** and **Patricia Kearns** will give brief testimonies of living with breast cancer in relation to the three aspects highlighted during this panel.

During the month of October, a tsunami of pink ribbon publicity and products hits, calling on us to give generously to the cause. Yet, less than four per cent of all money raised through pink product sales and breast cancer runs goes toward researching the links between toxic and endocrine disrupting chemicals and breast cancer despite the growing body of scientific literature that demonstrates these connections. (For more info on **Pinkwashing and Little Pink Lies** check out this [dedicated section](#) of our website).

As an antidote to these appeals and to underscore that breast cancer is a disease and not a marketing opportunity, **Breast Cancer Action Québec** holds an *alternative to pink* event every year. This year, the public is invited to the free panel discussion, **Everything You Always Wanted to Know about Breast Cancer but Were Afraid to Ask** and is encouraged to bring along any and all questions.

The panel will be moderated by **Johanne Saint-Charles**, UQAM Professor in the Département de communication sociale et publique and Director of Institut Santé et société at UQAM.

This event takes place at [La Maison du développement durable](#), 50 Saint-Catherine St W, Montreal, on **Thursday October 25<sup>th</sup> from 7 pm to 9 pm**.

For more information and to register, contact Viorica Lorcencova at 514 483 1846 or email [info@acsqc.ca](mailto:info@acsqc.ca)

-30-

[Breast Cancer Action Québec](#) has advocated for breast cancer prevention and the elimination of environmental toxins linked to the disease for over 25 years.