TWO CHARITIES UNITE FOR AN UNPRECEDENTED CAMPAIGN
The Canadian Breast Cancer Foundation and Prostate Cancer Canada join forces to raise awareness for the most common cancers in Canadian women and men

TORONTO, Jan. 14, 2016 - In the lead-up to Valentine’s Day 2016, the Canadian Breast Cancer Foundation and Prostate Cancer Canada are doing something no two charities have done before – coming together to help prove that love really does conquer all by encouraging Canadians to #Kiss2Cure.

Kiss2Cure is an unprecedented, collaborative charity campaign in support of the many Canadians affected by the most common cancers in men and women. This national, social media-based awareness and fundraising campaign will run from January 14 to February 14.

Throughout the month, Canadians are encouraged to "Kiss. Share. Donate." by sharing pictures on social media of their best kiss using the hashtag #Kiss2Cure and making an online donation towards life-saving research into both diseases. To learn more about the easy three-step process, and what it means to the men and women affected by these cancers, please click here: www.kiss2cure.ca

To help encourage participation, campaign sponsor Air Canada has generously donated five flights for two that will be claimed by four lucky 'Kiss of the Week' winners and one lucky 'Kiss of the Month' winner.

"This is the first in what we expect will be a long-term partnership to not just fundraise for both organizations but also raise awareness among couples affected by either disease," says Lynne Hudson, chief executive at the CBCF. "Like any good partnership, we can be stronger together. That is what we are hoping to demonstrate."

"This collaborative relationship provides greater scale, creativity and innovation. That includes joint work on research and building awareness for the diseases, including early detection," said Rocco Rossi, President and CEO of Prostate Cancer Canada. "It's something we hope other charities will mimic."

As part of the campaign, Canadian couples affected by both diseases have told their stories, bringing to life real stories of those whose lives have been impacted. You can watch them explain their journey here: https://youtu.be/ipf0B6K55C0.

By coming together, our aim is to reach, engage, and educate more Canadians than ever before around the most common cancers in men and women. By taking this approach, we hope to move closer to realizing our shared vision – reducing mortality and improving quality of life for Canadian men and women through research, advocacy, education, support and awareness.

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About Prostate Cancer Canada
Prostate Cancer Canada develops, offers and funds innovative programs related to awareness and public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer. For more information visit [www.prostatecancer.ca](http://www.prostatecancer.ca) and follow us on [Twitter](https://twitter.com) and [Facebook](https://facebook.com).

About the Canadian Breast Cancer Foundation
The Canadian Breast Cancer Foundation is the leading community-driven organization in Canada dedicated to creating a future without breast cancer. Our investments in innovative and relevant research and education have led to progress in breast cancer prevention, diagnosis, treatment and care. Since 1986, we have been at the forefront of a nationwide movement supporting and advocating for the breast cancer community. Join us at [www.cbcf.org](http://www.cbcf.org).

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