



Women undergoing mastectomy are often not told of their breast reconstruction options.

Many women don't know reconstruction is covered by their provincial health insurance.

JOIN THE BRA DAY MOVEMENT

BRA Day was started in 2011 by Dr. Mitchell Brown, a Toronto plastic surgeon who saw the urgent need for improved breast reconstruction education, awareness and access. Within only two years the BRA Day movement spread to over 30 countries. In 2016, over 5,000 women attended one of the many BRA Day events held in communities across Canada. Most events include educational and informative presentations by plastic surgeons on the latest breast reconstruction techniques, patient stories, ask an expert and the immensely popular Show & Tell Lounge where women who have had breast reconstruction open their shirts and their hearts to those who are considering taking a similar journey post-mastectomy. BRA Day is an invaluable opportunity to go beyond the typical before

and after photos to gain a realistic expectation of what can be achieved through breast reconstruction. For many attendees, BRA Day is a truly empowering and even life changing experience.

WHY YOU SHOULD HELP

1 in 9 Canadian women is expected to develop breast cancer during her lifetime. Many of these women will undergo a mastectomy as part of their treatment and they have the right to know their breast reconstruction options. Reconstruction has been shown to significantly improve body image, self-esteem and well-being and can be an important step in a woman's full recovery and overall healing. By lending your support to the BRA Day movement, you ensure that women are informed and empowered to make decisions that are for right them.

BRA DAY ATTENDEES

96% found the breast reconstruction information useful

97% had a better understanding of breast reconstruction after visiting the Show & Tell Lounge

85% felt better about their options after the event

8000+ women have attended BRA Day events

13700+ visitors to BRA-Day.com annually



ONLY 1 IN 10
CANADIAN WOMEN OPTS
FOR POST-MASTECTOMY
RECONSTRUCTION

BRA DAY
BREAST RECONSTRUCTION AWARENESS

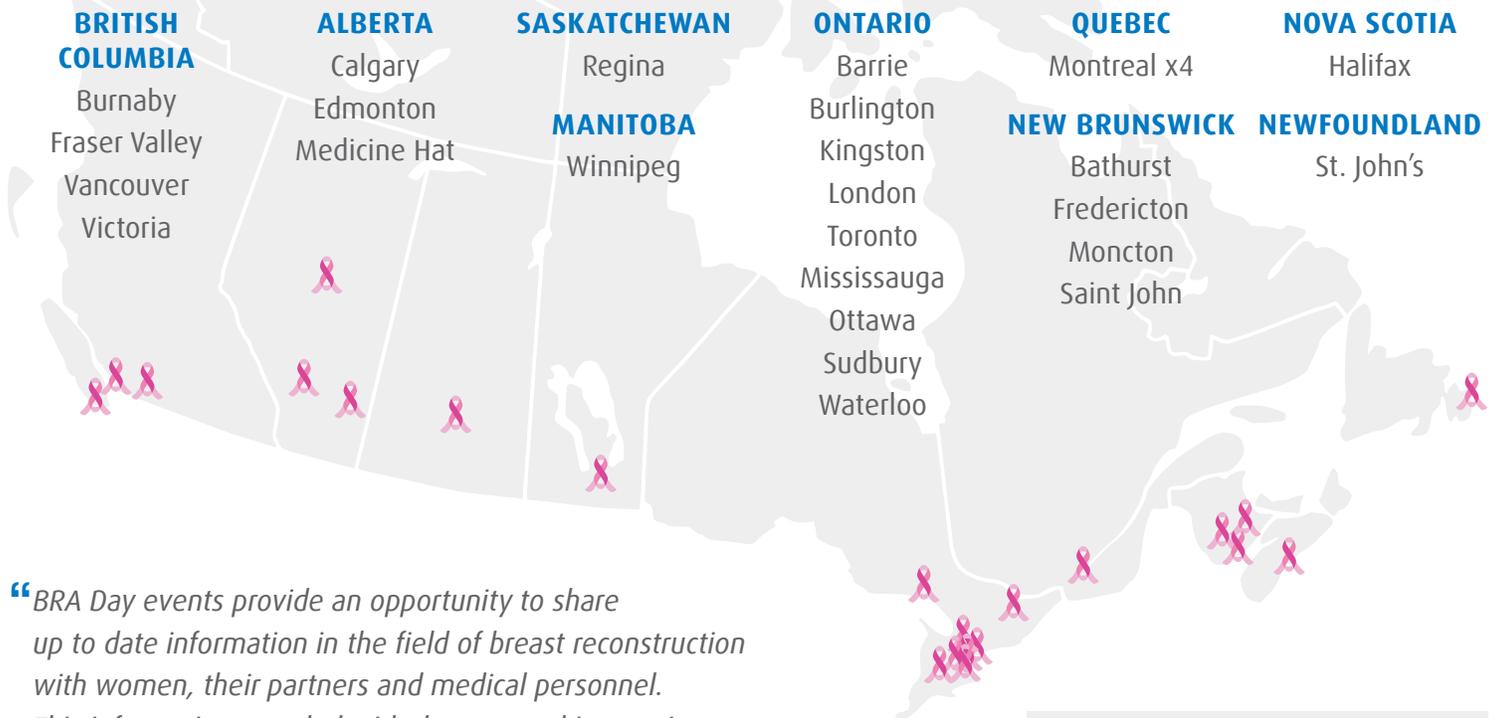


Canadian
Cancer
Society



30+ Events 9 Provinces 5,000+ Women

BRA DAY CANADA EVENT LOCATIONS



“BRA Day events provide an opportunity to share up to date information in the field of breast reconstruction with women, their partners and medical personnel. This information, coupled with the personal interactions that take place at BRA Day, serve to empower women to make the sort of decisions that lead to higher satisfaction. BRA Day events are a venue to inspire and be inspired by women facing breast reconstruction.”

— Dr. Claire Temple-Oberle, Plastic Surgeon, Tom Baker Cancer Centre

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