

New year, new hope for local woman living with metastatic breast cancer

Hello Jane Editor,

**[Timely news hook example]** Monday, February 4th, is World Cancer Day, a critically important day to focus on those living with this devastating disease and share relevant information with your [readers/viewers]. For most Canadians, New Year's resolutions involve personal health improvement goals, such as eating better or exercising more. Now nearing the end of January, for many of those Canadians, these resolutions are already slipping or being forgotten altogether. But for women living with metastatic breast cancer, like me, eating well and exercising is not just a New Year's resolution – it's integral to prolonging my survival.

**[Facts and statistics]** Every year, approximately 25,500 Canadians are diagnosed with breast cancer. At least three Canadian women receive their first breast cancer diagnosis of locally advanced or metastatic disease every day. Approximately 30 percent of those initially diagnosed with earlier stages of breast cancer later develop recurrent and/or metastatic disease.

**[Personal story]** Now 54 years old, I was diagnosed with metastatic breast cancer (Stage IV) in June 2010. As a mother and a new grandmother, I look forward to spending as much time with my loved ones as possible. And this summer, I'll be traveling across the U.S. and Canada with my family, visiting iconic landmarks I've never seen before – like Niagara Falls.

**[Personal connection]** For women like me, a new year brings new hope. New treatments are available to help extend the number of sunrises, road trips, laughs and hugs with family members – an important New Year's resolution to keep. Highlighting our stories is vital for the continued education of the Canadian public, given that metastatic breast cancer is rarely discussed within the larger breast cancer awareness movement.

**[Contact for interview]** I would gladly share more information about this important cause with you. **[Proposed resolution and call-to-action]** My goal is to bring more awareness to the challenges faced by individuals like myself who are living with metastatic breast cancer by

encouraging others to share their story. Please advise if you would be interested in discussing this further and arranging an interview to share my story to support others affected by metastatic breast cancer and raise awareness of our unique needs.

Best regards,

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