



BULLETIN

PLEASE POST – BL10343

DATE: September 8, 2011

New ads show HSA running for the cure

HSA has launched a province-wide ad campaign celebrating our members' dedication to finding a cure both in their professions and at Run for the Cure events on October 2.

"Our membership has always been incredibly dedicated to fighting breast cancer," says HSA President Reid Johnson. "They split their efforts between their professional work and volunteer events like Run for the Cure, and our new ads have a memorable way of showing it."

The campaign reaches the public on several levels:

- on line banner ads are now appearing on news sites in communities around BC
- Google and Facebook ads will reach audiences searching for information about cancer and health
- our new [Facebook tab](#) will help members and others get involved in Run events
- print ads will appear in newspapers around BC in the final two weeks of September
- banners, stickers and handouts will be provided to members and others at Run events around the province on October 2

For information on the October 2, 2011 Run for the Cure, visit www.runforthecure.com. Join the team, called "HSA".

For more information about how to get involved and support fundraising for team "HSA", send an e-mail to jdavis@hsabc.org.