



BULLETIN

# New ads show HSA running for the cure

September 8, 2011

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.runforthe cure.com](http://www.runforthe cure.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](mailto:jdavis@hsabc.org).

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180 East Columbia  
New Westminster, BC V3L 0G7

Website  
[www.hsabc.org](http://www.hsabc.org)

Telephone 604-517-0994  
1-800-663-2017