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## Hot guys want women to show their boobs some love this October

For immediate release.

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Just in time for National Breast Cancer Awareness Month, **Rethink Breast Cancer** has created **Your Man Reminder**—an app that uses hot guys to remind young women to get familiar with their breasts.

Developed by Toronto advertising agency **john st.**, Your Man Reminder is an app that lets women select a hot guy of their choice—from The Boy Next Door to The Player—to pop up on their phone with a fun, flirty message reminding women to give their breasts the attention they deserve. The app also features info on how to detect breast cancer early, what signs and symptoms to look for, and even lets you set a reminder for your next doctor's appointment.

"Women told us that they often forget to check their breasts regularly," says Stephen Jurisic, co-creative director at john st. "It's a "have to do", rather than a "fun to do". We wanted to try to change that behavior. So we thought that if we could make that experience less boring and clinical, it might get women to do it more often."

To launch the app, Rethink and john st. created a sexy online video to show women how to give their breasts a little TLC. Watch the video: <http://youtu.be/VsyE2rCW71o>


"What I like best about this project is that we now have an app that can continue the message of breast cancer awareness beyond just this month of October," says Stephen Jurisic, co-creative director, john st. "Rethink is known for our breakthrough and sometimes provocative campaigns aimed at getting young women's attention," said **Alison Gordon**, VP Strategy, Marketing and Communications at **Rethink Breast Cancer**. "What better way to encourage young women to be more Breast Aware than with regular reminders from a hot guy of their choice?"

The iPhone app is now available for free download on the App Store, and stay tuned for the Android version coming later this month. For more info, visit <http://www.rethinkbreastcancer.com>

### About Rethink Breast Cancer

Rethink Breast Cancer is a charity helping young people who are concerned about and affected by breast cancer through innovative breast cancer education, research and support programs. Rethink is a national volunteer driven registered charity with a bold, enterprising and entrepreneurial approach. We are thinking differently about how to beat breast cancer. <http://www.rethinkbreastcancer.com>

### About john st.



john st. is a 100-person communications collaborative that uses advertising, design, digital and strategic planning to make their clients' brands unignorable. They were recently nominated for Strategy's 2011 Agency of the Year and Digital Agency of the Year.  
<http://www.johnst.com>

### **Credits**

Agency: john st., Toronto, Canada  
Creative Directors: Angus Tucker, Stephen Jurisic  
Art Directors: Cheryl Geonanga, Junoh Kim, Denver Eastman  
Copywriters: Craig Lobban, Joe Vu, Lucy Foster-Friesen  
Team Leaders: Stephanie Hurst, Melissa Tobenstein  
Account Executive: Madison Papple  
Digital Producer: Cas Binnington  
Digital Strategist: Nicole Polivka  
Broadcast Producers: Michelle Orlando, Christine Stephens  
Developers: Marc Cattapan / Endloop Studios  
Production Company: Spy Films  
Director: John Grammatico  
Director of Photography:  
Executive Producer: Luc Frappier  
Line Producer: Peter Oad  
Editorial: Steve Manz, Relish  
Visual Effects: Justin Lee and Lev Bravo, 567vfx  
Audio/Music Director: Joey Serlin, Vapor Music  
Photography: Scott Ramsay