

Media Release

Alan Cross to host Brain Tumour Foundation of Canada's Virtual Brain Tumour Walk

Al's Flower Pouch by A.M.A. Horticulture Inc becomes first-ever walk hashtag sponsor

London, ON – June 1, 2020

Brain Tumour Foundation of Canada is elated to announce Canadian broadcasting legend, Alan Cross, as host of the Virtual Brain Tumour Walk opening ceremonies Saturday, June 27, 2020.

Cross, who is best known for his Ongoing History of New Music series, will be leading the Facebook live ceremonies for the Virtual Brain Tumour Walk beginning at 12 noon EST. The half-hour ceremony will be shared from coast-to-coast-to-coast, with Cross lending his personal storytelling flair to the event.

"Alan's voice is instantly recognizable, and his natural storytelling ability makes him the perfect host for our Virtual Brain Tumour Walk," says Brain Tumour Foundation of Canada CEO, Susan Marshall. "To have the support of someone with the reach and influence of Mr. Cross lead our opening ceremonies is truly an honour."

The Facebook live broadcast will also feature Acadian jazz mainstay, Nathalie Renault and PEI native Alli Walker, whose song, Fight Till the End, is featured on Brain Tumour Foundation of Canada's website. It promises to be an emotionally-charged affair, with video check-ins from survivors and volunteers from all across Canada. After the online event, Canadians are encouraged to take steps, however, they are safely able to do so, and share their activity online with #VirtualBrainTumourWalk.

Like most charities, Brain Tumour Foundation of Canada's fundraising has been adversely affected by COVID-19 restrictions. The charity was among the first in Canada to move its walk program online, in addition to its many in-person support groups and services.

Tough times call for creative solutions, and one of Brain Tumour Foundation of Canada's most ardent supporters is now its very first hashtag sponsor – Al's Flower Pouch by A.M.A. Horticulture Inc (A.M.A.).

Every time you use the hashtag #VirtualBrainTumourWalk on June 27, Al's Flower Pouch by A.M.A. will donate 27 cents to Brain Tumour Foundation of Canada.

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For nearly 20 years, A.M.A. has been a huge supporter of Brain Tumour Foundation of Canada through the sale of Al's Flower Pouch, a vertical hanging planter. More than 1,000,000 flower pouches, printed with Brain Tumour Foundation of Canada's logo and contact information, have been sold, creating awareness across Canada.

Rick Bradt, Managing Director at A.M.A. says, "Since my own brain tumour diagnosis, I've felt that getting information into patients' hands is important. We're proud of our partnership that has already raised more than \$100,000 to connect Canadians with resources that help them on their brain tumour journey. We are excited to be the first ever hashtag sponsor for the Brain Tumour Walk and hope that everyone who uses the #VirtualBrainTumourWalk hashtag feels our support as they take steps to see an end to the disease on June 27, 2020."

"As a survivor and a long-time supporter of Brain Tumour Foundation of Canada, Rick's (and A.M.A.'s) contribution to the fight against brain tumours with this sponsored hashtag is so incredibly meaningful," Marshall adds. "Their support over the years embodies the hope and strength of the brain tumour community."

Brain Tumour Foundation of Canada invites everyone to register and fundraise to show their support for brain tumour patients, survivors, healthcare professionals, and researchers all across the country, and encourage other sponsors to get involved as well.

To register yourself or your team for the 2020 Virtual Brain Tumour Walk, visit www.braintumourwalk.ca.

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About Alan Cross: Alan Cross is an internationally known broadcaster, interviewer, writer, consultant, blogger and speaker. In his nearly 40 years in the broadcasting and music business, Alan has interviewed the biggest names in rock and is also known as a musicologist and documentarian through programs like the long-running show, *The Ongoing History of New Music*.

Outside of radio, Alan's resume includes four books, dozens of public speaking engagements, a national music column for GlobalNews.ca, voicework for film, and television, plus creating content for various film and TV studios, record labels, artist management companies, streaming music services like Spotify and a travelling museum exhibit called *The Science of Rock'n'Roll*.

More information on Alan can be found at his website, www.ajournalofmusicalthings.com.

About Al's Flower Pouch and A.M.A. Horticulture Inc.: A.M.A. Horticulture Inc. is a dynamic, solutions-driven supplier serving the horticulture industry to deliver solutions for grower success. A.M.A.'s Al's Flower Pouch is the original vertical garden in a bag that's been adding a splash of colour to walls, posts, trees, fences and small-space gardens worldwide since 1992. Learn more at <https://www.amahort.com/>



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About Brain Tumour Foundation of Canada: Brain Tumour Foundation of Canada is the only national charity offering information and support to patients affected by any kind of brain tumour – be it cancerous, nonmalignant or metastases. The organization funds ground-breaking research across North America and, since 1982, has dedicated over \$7.6 million to finding a cure and improving treatment for brain tumour survivors. Brain Tumour Foundation of Canada is funded solely through generous contributions from individuals, corporations, organizations, employee groups and special events like the Brain Tumour Walk events. Learn more at Brain Tumour Foundation of Canada’s website: www.BrainTumour.ca.

