

Move for the Boob

Studio Participation Guide



**BREAST CANCER
SUPPORT FUND**

What is Move for the Boob?

Move for the Boob is a national, community-powered yoga and pilates fundraising campaign led by the Breast Cancer Support Fund (BCSF).

Studios across Canada are invited to host movement-based classes or events that bring their communities together to raise funds for women in active breast cancer treatment who are facing financial hardship.

Funds raised provide direct, practical support — helping cover essentials like groceries, meals, transportation, utilities and child care at a time when income is reduced and costs are rising.

This campaign is rooted in care, dignity, and real impact — not awareness for awareness' sake.

Why Participate as a Studio

By participating in Move for the Boob, your studio:

- ♥ **Supports** women in your community when they need it most
- ♥ **Aligns** with a values-driven, grassroots national campaign
- ♥ **Engages** your members in a meaningful, purpose-led experience
- ♥ **Demonstrates** leadership in women's health and wellness

Many studios choose to participate in honour of students, instructors, friends, or family members affected by breast cancer.



Campaign Timing

Move for the Boob will take place in the week leading up to Mother's Day, **May 2nd to May 9th, 2026** but studios may choose dates that work best for their community.

How to Participate

- 1 Contact Us:** Move@breastcancersupportfund.ca to indicate your interest in participating in the national campaign.
- 2 After you confirm your participation,** we will provide you with a link to 'register' your studio. You provide the date and time of your class or classes, the maximum number of people that can register for your class and upload your logo. We will place your logo with studio name and city on the Move for the Boob Campaign page.
- 3 You will be sent a Studio Activation Kit.**
This kit includes:
 - A **link to register** your studio to participate in the campaign
 - **Posters** for your studio
 - A link to a **registration form** for your members to register for your class or classes
 - **Social media templates** announcing your involvement
 - **Script** for instructors
 - and more.....



Frequently Asked Questions

Q: How will my members register for my class?

We do it for you! When you promote the campaign to your members, your communication will include a link to the Move for the Boob campaign page.

- Clicking your logo directs members to your customized registration form.
- You'll receive an email notification each time someone registers.
- Tax receipts are automatically sent to participants.

Q: Can we run more than one fundraising class?

Absolutely.

Q: Will our studio receive recognition?

Yes- your studio will be listed as part of the national campaign.

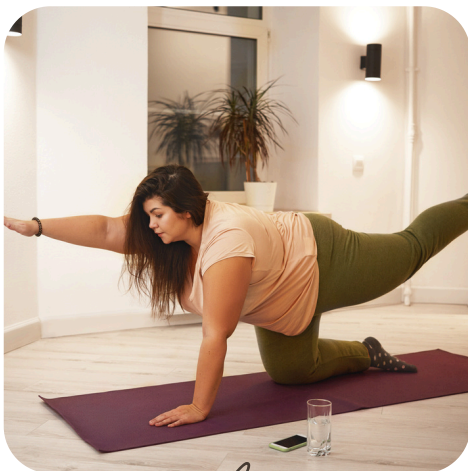


About Breast Cancer Support Fund

The Breast Cancer Support Fund is a national, volunteer-driven Canadian charity dedicated to reducing the financial burden faced by low-income breast cancer patients.

BCSF provides direct financial assistance and meal support to help women maintain stability and dignity during treatment as well as education on breast health.

Ready to Join the Movement?



We would love to welcome your studio to Move for the Boob.

Together, we can ensure that no woman faces breast cancer alone.



Move@breastcancersupportfund.ca

breastcancersupportfund.ca/movefortheboob

Thank You!