



Media Contact:
Dana Griffin
Communications Manager
646-257-3006
dgriffin@youngsurvival.org

C4YW – YSC Announces New Brand for Annual Conference

The [Annual Conference for Young Women Affected by Breast Cancer](#) – has a new look! As we embark on the next decade of helping young women, their caregivers and medical professionals get the support they need, the re-brand of the conference allows us to take it to the next level!

C4YW short for -Conference for Young Women- creates a voice for young women everywhere affected by breast cancer. The new name will increase our visibility within social media (using the hashtag #C4YW) and will help us to reach more young women.

There is also a new look for the conference website, and all of the materials - they are fresh, bright and fun, just like the wonderful women we serve! From [C4YW.org](#), young women can not only hear from us, but hear from their peers!



We want the new website to spark a conversation- a new feature of this year's site is a message board called [Connect](#). This new feature will allow women to meet online in one forum before they attend the conference – providing multiple opportunities to connect with supportive individuals all in one place!