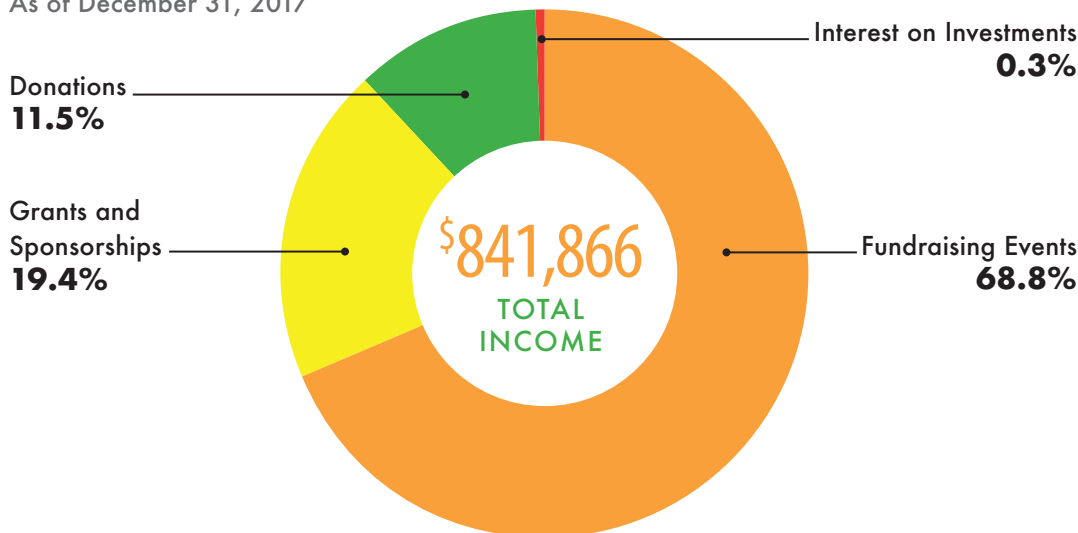


2017 Annual Review

As of December 31, 2017

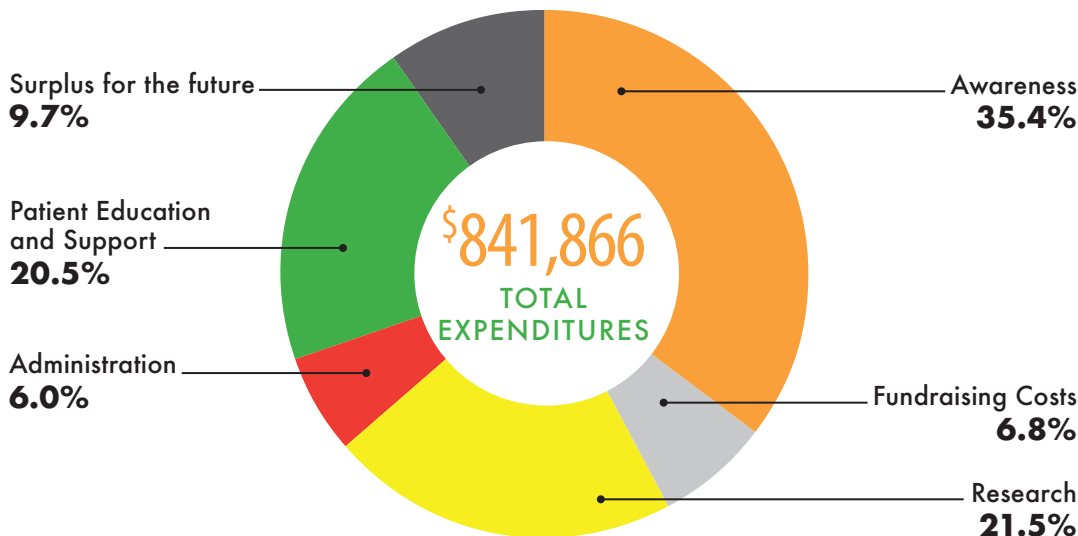


SOCIAL MEDIA STATS

 **1,436**
Facebook Likes
(2016: 1,155 Likes)

 **2,186**
Twitter followers
(2016: 2,015 followers)

 **95,400**
YouTube views
(2016: 34,341 views)



WEBSITE ACTIVITY

123,551
Website visitors
(2016: 60,630)

109,158
New visitors
(2016: 37,591)

NEWSLETTER

5,400
Newsletter subscribers
(2016: 4,200)

VOLUNTEERS

360

2017 AWARENESS WALK

\$602,340

Total amount raised from
20 locations across Canada



2,118
Participants

2017 AWARENESS PROGRAM



\$145,000

Spend

\$5.4 million

Retail Value

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www.bladdercancerCanada.org

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