

***YourPeriod.ca Provides the Answers. #SorryNotSorry.***

**Ottawa – January 24, 2018** - The Society of Obstetricians and Gynaecologists (SOGC) today announced the launch of a new public education website that covers the cycle of menstruation from puberty to menopause. [YourPeriod.ca](http://YourPeriod.ca) was created by Canadian experts to explore many topics including a look at what is normal, to issues around heavy bleeding and symptoms to watch that could indicate endometriosis or fibroids.

“YourPeriod.ca encourages women to talk and ask questions about this normal, yet “taboo” bodily function. We believe the time has come to take our periods out of the closet, and recognize them as a normal part of a woman’s life,” says Dr. Jennifer Blake, CEO SOGC.

The SOGC is also launching a public awareness campaign on social media that highlights the cheeky #SorryNotSorry hashtag. Women should no longer feel like they must hide their tampons when they head to the checkout line at the supermarket, they shouldn’t cower when they see a male cashier, and if they aren’t in the mood for sex when they have their period, they should say #SorryNotSorry.

“We have designed this website to assist physicians, school teachers, parents, and females of all ages,” adds Dr. Blake.

**For more information or to arrange a media interview please contact:**

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**About The Society of Obstetricians and Gynaecologists of Canada**

The SOGC is one of Canada’s oldest national specialty organizations. Established in 1944, the Society’s mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration and education. The SOGC represents obstetricians/gynaecologists, family physicians, nurses, midwives and allied health professionals working in the field of sexual reproductive health. For more information, please visit [www.sogc.org](http://www.sogc.org)