# Breast cancer fundraiser video too titillating?

Aliya-Jasmine Sovani's breasts jiggle and wiggle for the camera in slow motion – then jiggle and wiggle some more in a skimpy bikini top, her knowing look lapping up the jaw-dropping stares as she saunters through a pool party.

No, it's not a dime-a-dozen, no-brainer beer commercial. It's a public service ad for breast cancer awareness starring the hubba-hubba hooters of MTV news host Sovani. She created, wrote and co-directed the video to sell tickets to a Toronto fundraiser, The Boobyball, this Friday. But the saucy spot aimed at the under-30 generation has heated up chatter in the U.S., where the huffingtonpost.com asks "Is this breast cancer awareness ad too sexy?" Mainstream television shows, including *The View* and *Good Morning America,* have discussed Sovani's performance, as have CNN hosts, wondering if breast cancer education should be so, ah, titillating.

"That's what the video is for, to get people talking during breast cancer awareness month," said the 27-year-old Canadian, who had her first breast examination this year after becoming co-chair of this year's Boobyball.

"It was a little bit shocking to wake up one morning and see my face behind Whoopi Goldberg on *The View*, but whether it's good controversy or bad controversy, we did this to raise awareness."

Boobyball raises money for the charity Rethink Breast Cancer.

In the two weeks the public service ad has been airing, it's had more than 290,000 YouTube hits, caught the attention of European websites and earned prominent space in the *Los Angeles Times* business section under the headline: "Breast Cancer ads use lechery for good."

Though Sovani's serious message is prominent in the ad, punctuated by the lines "You know you like them. Now it's time to save the boobs," the video is fun and campy. In it, her vamping attracts attention from a hot-dog gobbler, socialites, cabana boys and a cluster of preening male sailors, who, judging by their tight matching costumes, probably like show tunes and Liza Minnelli.

"The idea behind this was that beer companies used women all the time, and it was supposed to poke fun at commercials aimed at men (but deliver) serious messaging, too," said Sovani, who agreed to appear on camera only after her cousin Martine was diagnosed with breast cancer. She had resisted Boobyball organizers' entreaties to be in the ad until then, saying "to have my boobs bouncing everywhere was intimidating."

"Everybody loves breasts, but breast cancer is gross," she added. "This (ad) was important to me (especially) dealing with personal and tragic things on the side."

Her cousin, in her early 30s with two children, had a breast removed this month after the diagnosis.

Sovani donated her time to the project, as did everyone on the set.

She was stunned at how far-reaching her "little independent thing" to promote the Boobyball has become. The gala, at Atlantis nightclub, was sold out two days after the ad debuted.

She hopes the "MTV generation" will learn that breast cancer is not a "grandma's disease" and like her, will have annual exams.

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