



**ATTENTION:** News Director

**FOR IMMEDIATE RELEASE**

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## “It’s About Keeping Breast Cancer from Ever Happening”

In 2014, it is safe to say we are “aware.” Have we become complacent in our awareness? What are we “aware” of? Breast cancer exists. Every woman is at risk. But awareness masks the hard truths that cannot be made better with a little pink ribbon. Like the fact that people are still dying. Breast cancer kills about 40,000 women and 450 men each year in the United States, 522,000 around the world. Awareness alone will never save them. But prevention can.

The Beyond Pink TEAM(BPT) thinks it is time to move forward with a new approach. Local BPT members have become actively involved with the [National Breast Cancer Coalition \(NBCC\)](#) and NBCC has set a deadline to know how to end breast cancer by January 1, 2020. We know the only way we can truly end this disease is to make sure no one gets it in the first place. Locally, the Beyond Pink TEAM has taken up this cause with the goal of seeing an end to breast cancer.

Working to **prevent** breast cancer from ever occurring is key. NBCC is currently working with researchers and patient advocates on the [Artemis Project](#) for a preventive breast cancer vaccine. That's right, a vaccine for breast cancer! “Imagine a world where we do not have to worry about toxic treatments, because no one needs to be treated. No one gets breast cancer. No one dies of breast cancer,” said Christine Carpenter. Carpenter is a 21 year breast cancer survivor, Beyond Pink TEAM member and Field Coordinator for the NBCC. “A vaccine would do the one thing awareness cannot -- save the lives of the women and men we love.”

As a local group, the Beyond Pink TEAM is making sure this national message is reaching Iowa and the Cedar Valley. Advocacy Council Chair, Christine Carpenter and other BPT members are working to inform citizens, policy makers, businesses, educators, healthcare and community organizations about Breast Cancer Deadline 2020 and the prevention of breast cancer.

“It is time to move from awareness to prevention. If much of the resources that are currently directed at breast cancer awareness were redistributed to prevention, imagine how much faster we could start saving lives,” Carpenter said. “Until then, complacency will be the status quo in breast cancer. It's time to stop advocating for the disease and instead advocate for a deadline to know how to **end** breast cancer. That deadline is January 1, 2020.”

Help us save lives. We need women and men like you to take meaningful action. Learn more about the National Breast Cancer Coalition. Get involved. Join the “Iowa Breast Cancer Deadline 2020” Facebook group. Sign up for NBCC’s [National Action Network](#) and receive Action Alerts with specific actions that you can take to advance the cause of knowing how to end breast cancer by January 1, 2020. Stay connected by following NBCC on [Twitter](#) and like us on [Facebook](#). Do it for yourself. Do it for your loved ones. Do it for humanity. Do it.

The Beyond Pink TEAM is part of the Cedar Valley Cancer Committee, and is a non-profit organization made possible by the collaborative efforts of many health organizations, businesses and dedicated individuals’ throughout the Cedar Valley. The Beyond Pink TEAM focuses on breast cancer in the Cedar Valley. Going beyond pink ribbons, beyond pink light bulbs, beyond pink trinkets; Beyond Pink, we accomplish our mission by **T**aking action, **E**ducating, **A**dvocating and **M**aking a difference. To learn more about the Beyond Pink TEAM, please visit [beyondpinkteam.org](http://beyondpinkteam.org)

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