



FOR IMMEDIATE RELEASE  
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**October is National Breast Cancer Awareness Month: Join AICAF for our annual Indigenous Pink campaign!**

MINNEAPOLIS, MN -- The [American Indian Cancer Foundation \(AICAF\)](#) is excited to celebrate its [7th annual Indigenous Pink](#) event during October's National Breast Cancer Awareness Month. Indigenous Pink is a national campaign that raises awareness of breast cancer burdens in Indian Country. [Studies](#) show that breast cancer is the second leading cause of death for Native women. Breast self-awareness (regular self-exams) and early detection through cancer screenings can help find cancer early, when it is more treatable.

AICAF's Indigenous Pink campaign highlights that all bodies have breast tissue and are at risk for developing breast cancer. Throughout the month of October, AICAF will share culturally tailored resources to help educate Native people on the importance of early detection and screening. Indigenous Pink also honors the journeys of breast cancer survivors by sharing their stories.

We hope you will join us in raising awareness of Indigenous cancer burdens, uplifting the voices of our community, and celebrating the strength and resiliency of survivors everywhere. [#IndigenousPink](#)

**Get Involved!**

**Honor.**

Cherish relatives impacted by a breast cancer diagnosis. [Listen to their stories](#), learn from their wisdom, and celebrate their sacred lives.

**Get Screened.**

Talk to your health care provider to discuss your screening options or schedule your next mammogram. Talk to your loved ones about the importance of prevention, early detection, and getting screened. Early detection improves the chances of favorable health outcomes. Find more information on when to get screened for breast cancer on [our website](#). As always, be sure to schedule an appointment to get screened if you think you have symptoms.

**Learn.**

Engage with AICAF the entire month of October as we provide culturally tailored breast cancer resources, toolkits, webinars, and other activities. Stay informed about cancer prevention and share our educational materials with loved ones in your community! Visit [our website](#) to learn more about Indigenous breast cancer burdens and what AICAF is doing to reduce them.

**Spread the Word.**

Share what you have learned by using the hashtag [#IndigenousPink](#) so we can see how you are raising awareness! Tell your friends, family, and coworkers about our campaign and ask them to wear pink to support breast cancer survivors in Indian Country. [Share posts from our social media toolkit to get your network involved!](#)

**Participate.**

**Indigenous Pink Day** is on Thursday, October 21. Check out [our Facebook event](#) page to see how you can get involved, or attend one of our webinars! Wear pink to raise breast cancer awareness in our communities and honor the survivors in your life. Indigenous Pink t-shirts are on sale now. [Order one today](#) so you have it for Indigenous Pink Day!

**Join Our Community.**

Like the American Indian Cancer Foundation on [Facebook](#), follow us on [Twitter](#) and [Instagram](#), and sign up for our newsletter to stay up to date on the latest cancer education resources and activities.

**Donate.**

A [gift](#) to the American Indian Cancer Foundation helps us strengthen our programs, build larger campaigns, and provide more resources to families across Indian Country. Giving to AICAF also supports our Survivor Support Circle and developing and implementing other survivor resources. It's generous donors like you that play a vital role in making this work happen!

**About the American Indian Cancer Foundation**

AICAF is a national Native-led and Native-governed nonprofit organization established to address the tremendous cancer burdens faced by Native people. AICAF strives to be a partner trusted by tribes and organizations, and is working toward effective and sustainable cancer solutions based in cultural teachings and wisdom.

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