



FOR IMMEDIATE RELEASE  
Sept 7, 2022  
communications@aicaf.org

## October is National Breast Cancer Awareness Month: Join AICAF for our annual Indigenous Pink campaign!

SAINT PAUL, MN -- The [American Indian Cancer Foundation \(AICAF\)](#) is excited to celebrate its [8th annual Indigenous Pink](#) event as part of 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.

The Covid-19 pandemic impacted all cancer screenings, breast cancer being the most prevalent among Native women. There is an urgent need for all people to play a role in ensuring that our relatives get screened for breast cancer. Delays in cancer screenings can lead to cancer being diagnosed at a later stage, meaning treatment options may be more limited.

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 and educational materials to help educate Native people on the importance of early detection and screening.

We encourage all our partners, clinics, and communities to host an Indigenous Pink event during the month of October and engage with their community members, caregivers, and survivors.

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. Encourage a relative diagnosed with breast cancer to attend AICAF's monthly [survivor support circle](#). You can register [here](#).

#### Get Screened.

Talk to your health care provider to discuss your screening options or schedule your next mammogram. Discuss the importance of prevention, early detection, and getting screened with your loved ones. Take AICAF's Indigenous Pink [Pledge](#) and commit to 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.



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### **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 20. 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 a special virtual cancer support circle for Native breast cancer survivors on Indigenous Pink Day at 2 PM CT/3 PM ET! This support circle is open to Native cancer survivors, caregivers, and loved ones. Register [here](#). For more information, please contact [health@aicaf.org](mailto:health@aicaf.org).

### **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 on cultural teachings and wisdom.

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