



FOR IMMEDIATE RELEASE
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AICAF'S 9th ANNUAL INDIGENOUS PINK CAMPAIGN FOCUSES ON BREAST CANCER SCREENING IN INDIAN COUNTRY

SAINT PAUL, MN - The **American Indian Cancer Foundation** (AICAF) is thrilled to announce the launch of its 9th annual Indigenous Pink campaign in October during National Breast Cancer Awareness Month. Join AICAF's virtual gathering to increase awareness of Indigenous cancer burdens, amplify the voices of our communities, and honor the resilience of survivors everywhere as we celebrate **Indigenous Pink Day** on Thursday, October 19th.

Participate in Indigenous Pink Day by sharing photos of yourself wearing pink and taking the **Indigenous Pink pledge** to get screened. Let's also take this opportunity to honor our relatives' breast cancer journeys and recognize the sacred path they are on. Share your pink-themed photos on social media using the hashtag #IndigenousPink to raise awareness of breast cancer within Indigenous communities.

The Indigenous Pink campaign aims to educate Native communities about the importance of early detection and remind women, men, non-binary, and genderfluid relatives to talk to their doctors about breast cancer screening. Recent studies have revealed that **breast cancer is the most common cancer among Native women and is the second leading cause of cancer death**. However, Indigenous Pink emphasizes that *all bodies have breast tissues*, regardless of gender or those who are at risk of developing breast cancer.

Throughout October, AICAF will partner with Indigenous breast cancer survivors, cancer caregivers, and tribal and urban Indian clinics to share culturally-tailored resources to raise awareness about the importance of early detection and screening. Everyone must play a part in ensuring that our loved ones undergo breast cancer screenings without delay. Early detection through regular self-exams and cancer screenings can greatly improve treatment outcomes.

We encourage everyone who supports breast cancer awareness to take the Indigenous Pink pledge and participate in Indigenous Pink Day. To learn more about what AICAF is doing to eliminate cancer burdens in Indian Country, visit our website at americanindiancancer.org.

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 or a cancer caregiver to attend AICAF's monthly **virtual cancer support circle**. AICAF is also offering a Community Conversations session for **breast cancer survivors** and a second Community Conversations session for **cancer caregivers** during October.

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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 Screening 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](#).

Donate.

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

Learn.

Engage with AICAF throughout Indigenous Pink Month 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 19. 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](#) a t-shirt today so you have it for Indigenous Pink Day!

Join Our Community.

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

About the American Indian Cancer Foundation

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

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