



FOR IMMEDIATE RELEASE
July 18, 2024

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AICAF'S 10th ANNUAL INDIGENOUS PINK CAMPAIGN FOCUSES ON BREAST CANCER SCREENING

ST. PAUL, MN – The **American Indian Cancer Foundation** (AICAF) is thrilled to announce the launch of its 10th Annual Indigenous Pink campaign in October during National Breast Cancer Awareness Month. We invite you to wear pink and share photos on social media using #IndigenousPink to raise awareness of breast cancer in Indian Country, with Indigenous Pink Day on October 17th!

Planning for the campaign is well underway and we invite you to stay tuned for a calendar of events, both celebrating the relationships and lives AICAF has engaged and collaborated with, as well as providing a space and time for those who have lost loved ones and are actively battling breast cancer to find comfort and resources that are both culturally relevant and sensitive.

"Health, growth, caring for, learning, love, loss, strength, understanding...these are the words that come to mind when I reflect on AICAF's 10 years of Indigenous Pink breast cancer awareness education. It is a beautiful thing that we can collaborate with Tribes and Tribal communities to provide timely, accurate, and culturally responsible materials to help move the needle on awareness," said AICAF CEO Melissa Buffalo. "I'm eternally grateful and humbled for the voices of survivors and those who are actively battling breast cancer, for the love and learning from those we have lost, and by the power shared by caregivers. At AICAF, we will continue to elevate these voices and work of American Indian communities."

Breast cancer is the most common cancer among Native women and is the second leading cause of cancer death. However, all bodies have breast tissue and are at risk for developing breast cancer. Indigenous Pink 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.

Learn more about AICAF's decade of commitment to breast cancer education and awareness for American Indian communities at americanindiancancer.org.

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 nonprofit 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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