



FOR IMMEDIATE RELEASE  
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## AMERICAN INDIAN CANCER FOUNDATION GEARS UP FOR ANNUAL SACRED BREATH CAMPAIGN TO RAISE LUNG CANCER AWARENESS

MINNEAPOLIS, MN – This November, in honor of Lung Cancer Awareness Month, the American Indian Cancer Foundation (AICAF) is proud to launch the return of its annual Sacred Breath campaign. This initiative is dedicated to raising awareness about lung cancer disparities and promoting lung health within Tribal and Urban Indian communities.

**Lung cancer is the most frequently diagnosed cancer among American Indian/Alaskan Native individuals.** AICAF's Sacred Breath campaign aims to improve lung health in our communities by:

- Raising awareness of lung cancer disparities in Indian Country.
- Encouraging community engagement in healthy lung practices, like getting screened or participating in traditional activities.
- Advocating for the avoidance of commercial tobacco while honoring the sacredness of traditional tobacco.

Prevention is key to reducing the risk of lung cancer and Reclaiming Indigenous Health. By embracing both traditional healing practices and engaging in healthy behaviors, we can take control of our well-being and protect our future. AICAF emphasizes the power of prevention – honoring our culture and making healthier choices today not only empowers our relatives but strengthens the health of our communities for generations to come.

AICAF invites you to stay tuned and join our annual Sacred Breath campaign. Staff has developed several key events and opportunities for community to support education and build awareness about lung cancer in the American Indian community.

This year, AICAF is hosting a month-long virtual run and walk to promote healthy lung practices through physical activity. Participants can register for free and receive an exclusive Sacred Breath race bib. Share your journey by posting photos and connecting with others using #SacredBreath. Gather friends and family to **register for the Sacred Breath Virtual Run and Walk.**

**Registration is now open for AICAF's Breath of Life webinar!** This special immersive session will feature guided meditation, calming music, and a Q&A segment where participants can discuss lung cancer awareness and prevention.

AICAF urges our relatives to prioritize healthy lung practices, including lung cancer screening. In November, we'll launch a pledge to help you take that first step toward screening and reclaiming your health. Use the pledge to start important conversations with your health care provider about when screening is right for you. With the New Year approaching, it's the perfect time to commit to healthier choices for yourself and your loved ones.

Show your support now for Sacred Breath by visiting **AICAF's online store** and ordering your Sacred Breath apparel! For more details on the campaign, including new tools and resources, **visit our campaign webpage.**

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