



# BREAST CANCER CAMPAIGN: SUSAN G. KOMEN

by Stephanie Chun



# THE RIBBON

-“Tie a Yellow Ribbon” inspired a wife whose husband was held hostage in Iran in the 1980’s to show her **support** and remind everyone of those serving our country (**awareness**)

-AIDS activists used a red ribbon and looped it (the way we now see awareness ribbons) and pinned it to an actor at the Tony Awards

-Popular overnight. Immediately every cause had one (1992).

# BREAST CANCER RIBBON

-Charlotte Hayley started using a peach ribbon to symbolize the awareness of breast cancer in her **grassroot** efforts to “wake up our legislators and America” about the lack of money from the National Cancer Institute’s budget going towards cancer prevention.

-She even **declined** Self Magazine’s offer to help her spread the word because their motives were **“too commercial.”**

-In 1991, the **Susan G. Komen Breast Cancer Foundation** was the first to really bring out the pink ribbon by handing them out to each participant in the New York city Race for the Cure.

-Since Hayley declined Alexander Penney of Self magazine’s offer (who was also in working with Evelyn Lauder of Estee Lauder) and thus did not allow them to take the concept of the ribbon, Penney and Lauder came up with the pink ribbon to distribute.

# SUSAN G. KOMEN

# BREAST CANCER FOUNDATION

-founded by Susan's sister, Nancy Brinker, in hopes of achieving what Susan wanted--to better the treatment of the women being treated and to ultimately end breast cancer

-Nancy, through her experience of having to witness her sister go through the fight of breast cancer, wished that they knew more about the disease. Thus, on top of pursuing her sister's wishes, she also makes it a point to **inform** women about the disease and that self-awareness is the key to stopping breast cancer.

# IDENTITY

-after 25 years, they changed their name to Susan G Komen for the Cure and also designed a new logo of the ribbon that resembles a runner to coincide with their well known “Race for the Cure” event.



When companies or businesses misuse the pink ribbon symbol in order to make more of a profit by:

- not** actually **donating** part of their profit to the cause
- using it on products that can actually **cause cancer** or other diseases...or have no relation to health at all

PINKWASHING:

SUSAN G KOMEN FOR THE CURE

[www.thinkbeforeyoupink.org](http://www.thinkbeforeyoupink.org)

M&M's

KFC

"Promise Me"

(perfume with toxic chemicals)

Yoplait-rBGH

handguns



-Side note: Estee Lauder actually uses ingredients that have been proven to cause cancer in their products!



BEER PONG FLOAT

CAMPBELL'S SOUP





BREAST CANCER AWARENESS  
CAMPAIGN TO COMMERCIAL

MOVEMENT  
TO  
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