



### **A Message from CBCF regarding the film, Pink Ribbons Inc.**

There was a time in Canada when breast cancer was a taboo subject. Women who were diagnosed were faced with limited treatment options, few community supports and a sense of silence pervading any discussion of what was – or was not – being done to improve their chances and their lives. For the past twenty years, thanks to a grassroots organization of concerned Canadians, things have started to change. The Canadian Breast Cancer Foundation is proud to be part of that story.

This week, the National Film Board of Canada is releasing a film called Pink Ribbons, Inc., which is critical of the role corporations play in funding the breast cancer cause. While the film raises an interesting dialogue, it does a disservice to the hard work and advocacy of people across this province whose contributions have made a tremendous impact on women's lives over the last 20 years.

Together, with our community, our volunteers and our individual and corporate donors, we have a lot to be proud of. The knowledge that has been gained by CBCF-funded research has had tremendous impact on women's lives. Not only are we starting to better understand how to reduce breast cancer risk, we can detect it earlier, we can diagnose it more accurately, we can treat it more effectively, and we can improve the quality of life for those who have been affected.

The mortality rate for breast cancer has dropped by 35 per cent since 1986, and today, 91.8 per cent of BC women diagnosed with breast cancer will survive their diagnosis for at least five years. However, with one in nine women still being diagnosed with breast cancer in her lifetime, there is still a lot more work to do.

If you have any questions about how our donor dollars get spent, how our research process works, or about our dedicated team of Board Members, we invite you to review our latest Annual Report. Also available on our website is a list of Questions to Ask when you're buying a "pink ribbon" product. And as always, we invite you to contact us at [cbcfbc@cbcf.org](mailto:cbcfbc@cbcf.org).

The members of our community are changing the world. Since the BC/Yukon Region of CBCF opened its doors in 1992, hundreds of thousands of you have volunteered your time, donated your money, organized or participated in fundraising, grant decision making or advocacy efforts. I want to assure you that your work and our community make a difference.

Together, we will continue to move forward until we reach our vision of a future without the fear of breast cancer, when breast cancer is a manageable and easily treated disease.

A handwritten signature in black ink, appearing to read "Susan Ewanick".

Susan Ewanick  
Chair, BC/Yukon Region Board of Directors

A handwritten signature in black ink, appearing to read "Wendy Slavin".

Wendy Slavin  
CEO, BC/Yukon Region