



Cancer Community @ Illinois
Presents:
Pink Ribbons, Inc.

Tuesday Nov 5
6:00 - 8:00 p.m.

Medical Sciences Building Auditorium
506 South Mathews Avenue
Urbana, IL 61801

Media Screening: *Pink Ribbons, Inc.*

Join the Graduate Cancer Community @ Illinois for our first media screening of the year. We'll be showing *Pink Ribbons, Inc.*, a documentary about the pink ribbon campaign released by the National Film Board (NFB) of Canada in 2011. From the NFB:

"We used to march in the streets; now we run for a cure." - Barbara Ehrenreich

Breast cancer has become the poster child of corporate cause-related marketing campaigns. Countless women and men walk, bike, climb and shop for the cure. Each year, millions of dollars are raised in the name of breast cancer, but where does this money go and what does it actually achieve? Directed by acclaimed filmmaker Léa Pool, and produced and executive produced by Ravida Din for the National Film Board of Canada, *Pink Ribbons, Inc.* is a feature documentary that shows how the devastating reality of breast cancer, which marketing experts have labeled a "dream cause," has been hijacked by a shiny, pink story of success.

Refreshments will be provided for attendees. If you would like to know more about our program or future events, feel free to contact us at cancer-community@illinois.edu.

This seminar series is part of the Graduate Cancer Community @ Illinois program. Media screenings are supported through funding provided by the Graduate College Focal Point initiative. For more information about cancer initiatives on the Illinois campus, please visit <http://cancer.illinois.edu>.