

RESOLUTION RECOGNIZING THE MONTH OF OCTOBER AS NATIONAL BREAST
CANCER AWARENESS MONTH

WHEREAS, National Breast Cancer Awareness Month is an annual international health campaign organized by major breast cancer charities every October to increase awareness of the disease and to raise funds for research into its cause, prevention, diagnosis, treatment and cure;

WHEREAS, National Breast Cancer Awareness Month was founded in 1985 as a partnership between the American Cancer Society and the pharmaceutical division of Imperial Chemical Industries (now part of AstraZeneca, producer of several anti-breast cancer drugs);

WHEREAS, the aim of National Breast Cancer Awareness Month has been to promote mammography as the most effective weapon in the fight against breast cancer;

WHEREAS, one out of eight women have breast cancer which is one of the most common types of cancer among women and, according to the American Cancer Society, there will be more than 234,000 new cases nationwide this year;

WHEREAS, the risk of breast cancer is tied to many uncontrollable factors, including gender, age, race, and family history, as well as controllable factors such as diet and lifestyle, and age during first pregnancy;

WHEREAS, a variety of events around the world are organized in October, including walks and runs, as well as the pink illumination of landmark buildings;

WHEREAS, in 1993, Evelyn Lauder, Senior Corporate Vice President of the Estee Lauder Companies founded The Breast Cancer Research Foundation and established the pink ribbon, which was first used in 1991 to symbolize breast cancer at the Susan G. Komen Foundation New York race, as its symbol;

WHEREAS, the Women's Only 5K Walk and Run, is held in Greensboro every October to fund and support the Mammography Scholarship Fund at Women's Hospital, which provides life-saving tests to those who might not otherwise be able to afford a screening mammogram;

WHEREAS, mammograms are considered the gold standard of early detection.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That it hereby recognizes the month of October as National Breast Cancer Awareness Month.