

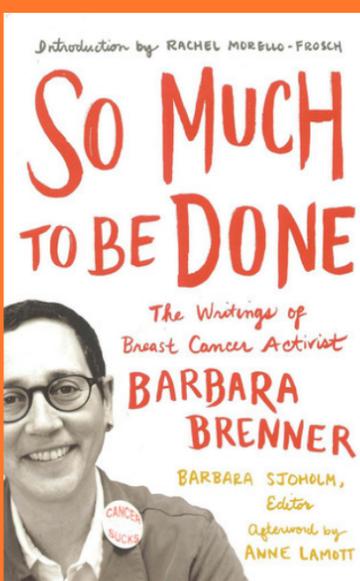


SO MUCH TO BE DONE

INVITING YOU TO THE BOOK LAUNCH OF SO MUCH TO BE DONE: THE WRITINGS OF BREAST CANCER ACTIVIST BARBARA BRENNER.

From Pink to Prevention, supported by Unison, the Alliance for Cancer Prevention and the Breast Cancer Consortium, are very pleased to invite you to the launch of So Much to Be Done, by the late Barbara Brenner, with readings by her partner of 38 years Susie Lampert. The London event is part of a series of events across the UK and the EU.

Barbara was an influential writer, activist and campaigner. She was the executive director of the organisation Breast Cancer Action, based in San Francisco, for 15 years. Her passionate, insightful and challenging commentary on the commodified world of the pink ribbon and the resulting 'pinkwashing' of breast cancer changed the conversation around the issue forever.



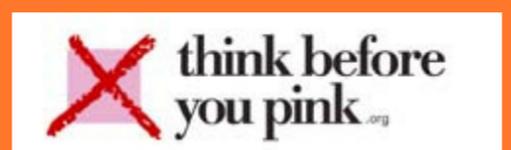
The event runs from 6pm-8pm on October 31st and is free to attend but places must be booked by contacting Tracey Ayton Harding at UNISON (healthandsafety@unison.co.uk) or From Pink to Prevention and (info@frompinktoprevention.org) to reserve your place. Tea, coffee and snacks will be provided and there will be a discussion after the reading.

Speakers

Susie Lampert will read excerpts from Barbara's book and discuss her work.

Tracey Ayton Harding Head of Health and Safety (National Officer) Unison.

Helen Lynn From Pink to Prevention.



Book Launch to be held in the Unison Café, 130 Euston Road, London NW1 2AY.

<https://www.unison.org.uk/> www.frompinktoprevention.org
<http://breastcancerconsortium.net/>



STOPPING BREAST CANCER BEFORE IT STARTS

For More Information



Background information

Twice diagnosed with cancer herself, Barbara's influential and witty writings have been compiled into *So Much to Be Done*, a must-read book for all breast cancer activists and campaigners. In 2010, Barbara was diagnosed with ALS (Motor Neurone Disease), a disease which she would die from in 2013 at the age of 61.

The book, which chronicles her personal accounts of her breast cancer activism as she tackles the corporate forces at work in the treatment and research of breast cancer, also broadens to include her critique of health care while she lived with ALS.

In her role as director of Breast Cancer Action, Barbara pulled the rug from under the breast cancer industry by coining the phrase 'pinkwashing' to describe the corporate selling of pink products to raise money for breast cancer to improve their image. She outlined the irony of selling products containing ingredients linked to breast cancer causation to raise money for 'the cure'. Each October, BCA urged (and continues to urge) women to Think Before you Pink and Follow the Money— asking questions about how and where the funds will be spent and drawing attention to the fact that we will never be able to shop our way out breast cancer.

Barbara outlined the critical questions we should all be asking about the lack of action on the primary prevention of breast cancer; ie stopping it before it starts. We will be forever grateful for her outspoken activism that shifted the focus of breast cancer "awareness" from a fundraising opportunity to one that questions the status quo and moves the breast cancer agenda forward in an effort to change the course of the epidemic.

So Much to be Done is published by University of Minnesota Press 2016.

For More Information

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From Pink to Prevention - Time to Make It Happen. Campaigning to move the agenda from Pink to Prevention - Stopping Breast Cancer before it Starts.



Event sponsored by UNISON



STOPPING BREAST CANCER BEFORE IT STARTS