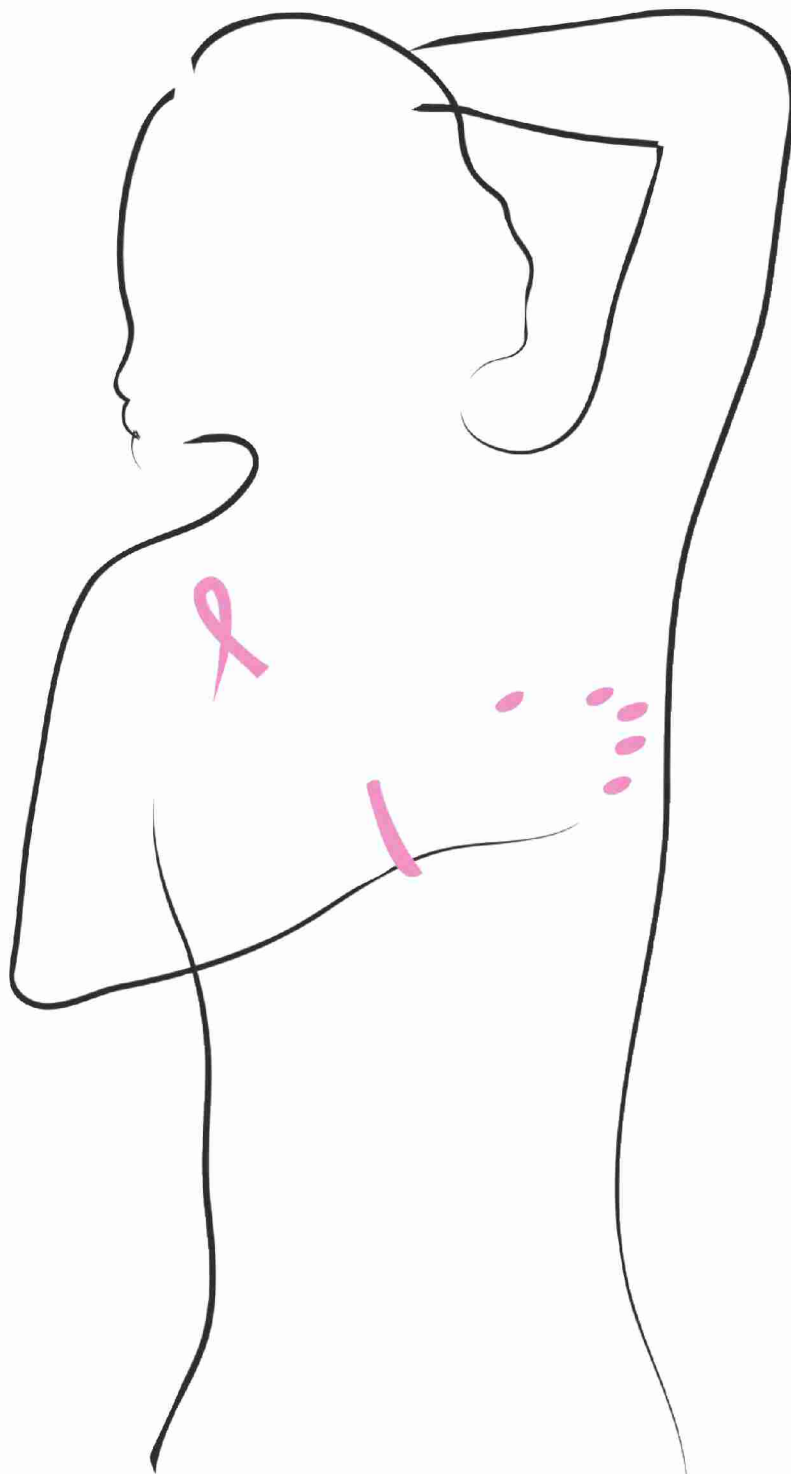
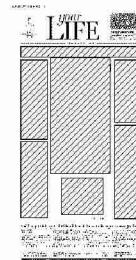


Embracing the power of Pink



McCLATCHEY-TRIBUNE ILLUSTRATION



By KATHY KIRBY

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This month, the National Breast Cancer Awareness Month coalition is celebrating its 25th anniversary. It's also lauding first lady Betty Ford and other breast cancer survivors who have found the courage to speak openly about breast cancer and confront the disease head on.

Today, there is renewed hope.

Nearly 90 percent of women who are diagnosed with breast cancer will survive their disease at least five years, up from 63 percent in the early 1960s, according to statistics from the coalition and the American Cancer Society.

Currently, there are about 2.5 million breast cancer survivors in the United States.

"Thanks to early detection and improvements in treatment, more women are surviving breast cancer, remaining disease-free, and living longer, healthier lives," said Diane Blum, executive director of CancerCare and a founder of National Breast Cancer Awareness Month in a news release.

"We're proud of the great strides we have made in breast cancer awareness and treatment, but recognize we still have a distance to go."

NBCAM is a partnership of national public service organizations, professional medical associations and government agencies.

Its Web site — www.NBCAM.org — offers a variety of resources to women, including mammography center and cancer hospital locators, support organizations, event listings, and recipes for breast cancer patients.

Also this month, CableOrganizer.com is donating \$1 from proceeds of its sales of certain pink items to The Donna Foundation, a non-profit organization that raises funds to meet the critical needs of women living with breast cancer.

Breast cancer facts

In the United States, an estimated 192,370 women and 1,910 men will be diagnosed with new cases of breast cancer in 2009. This year, 40,170 women will die from it. Also this year, 3,710 women in Indiana will be diagnosed with breast cancer and 290 Hoosier women will die of it.

Breast cancer ranks second as a cause of cancer death in women (after lung cancer).

The current five-year survival rate for female breast cancer patients has improved from 63 percent in the early 1960s to 89 percent today.

There are about 2.5 million breast cancer survivors in the United States.

Because of the extremely high survival rate for breast cancer patients who detect their breast cancer early, the American Cancer Society stresses the importance of women, beginning at age 40, to get annual mammograms, an annual clinical breast examination and perform monthly breast self-examinations.

Sources: *National Breast Cancer Awareness Month coalition and the American Cancer Society.*

Charitable donations

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Products aid breast cancer fight

October is the month to think pink, as companies put out hundreds of products that promote support for breast cancer patients and contribute to funding for breast cancer research. —Gannett News Service



Punch out breast cancer with Everlast's Pink Pro Style training gloves. \$29.99 at sporting goods stores or www.everlast.com.



For the seventh year, FAT bastard wines is donating 25 cents for every bottle of wine sold to support breast cancer patients who don't have enough insurance to cover all treatment costs. Suggested retail price per bottle is \$11.99; find a dealer at www.fatbastardwine.com.



Zhen's Gypsy Tea is sending 70 cents from each sale of its Pink Superberry Tea to the Breast Cancer Research Foundation. \$9.95 for a tin of 15 tea bags at www.gypsytea.com.



Mail in your pink Yoplait lids and contribute to the breast cancer cause. Get more details about the mail-in at www.yourlidmatters.com.



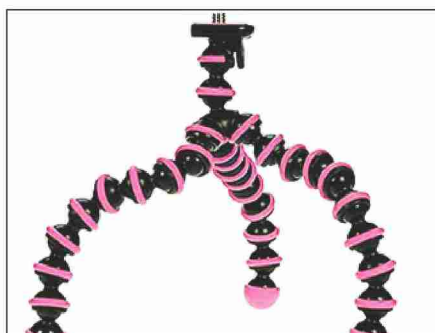
The famous Snuggly now comes in breast cancer pink. \$14.99 at mass retailers



Pink Genuine Leather Case with Magnetic Closure for iPod 30/60/80GB Video: Cost: \$15.44. Protect your iPod from scratches and scrapes with this stylish genuine leather case with front cover.



Pink Bluetooth Hands-Free Headset: Cost: \$17.99. Designed to let you take cell phone calls from up to 33 feet away. This Bluetooth is compatible with HSP and HFP profiles.



Pink/black Gorillapod Digital Camera Tripod: Cost: \$32.93. Gorillapod uses its 30 adjustable joints to grip to trees, fences or posts to provide a steady and secure platform for your digicam.