

October 2011 Webinars

What: Make Action Speak Louder Than Pink
(BCAction's October webinar)

When: Thursday, October 13 at 1 pm Pacific/3 pm
Central/4 pm Eastern

Friday, October 14 at 10 am Pacific/12 pm
Central/1 pm Eastern

Who: Breast Cancer Action Program Manager Kim
Irish and author Gayle Sulik

Why:

It's October, and that means the pink ribbons are out in force. You've seen them at grocery stores, at restaurants, and at athletic events. Their prevalence is undeniable, but the real question is: do they do any good?

Join BCAction to learn how to Make Action Speak Louder Than Pink in our October webinars with author of *Pink Ribbon Blues* Gayle Sulik and BCAction Program Manager Kim Irish. You'll learn:

- Why the pink ribbon appears on so many products, especially in October
- The history of Breast Cancer Awareness Month and its corporate ties
- How BCAction's Think Before You Pink campaign has challenged pinkwashers for 10 years
- Ways you can take action in BCAction's Raise a Stink! campaign