



# GENDER BODIES & TECHNOLOGY



## **Gender, Bodies, and Technology Conference and Lecture Series**

### **Dr. Gayle Sulik**

#### ***Pink Ribbon Blues:***

*How Breast Cancer Culture  
Undermines Women's Health*



Based on eight years of research, analysis of advertisements and breast cancer awareness campaigns, and hundreds of interviews with those affected by the disease, Dr. Sulik's book highlights the hidden costs of the pink ribbon as an industry in which breast cancer has become merely a brand name with a pink logo. While survivors and supporters walk, run, and purchase ribbons for a cure, cancer rates rise, the cancer industry thrives, corporations claim responsible citizenship while profiting from the disease, and breast cancer is stigmatized anew for those who reject the pink ribbon model. She then outlines alternative organizations that make a real difference, shows what they do differently, and presents a new agenda for the future.

**Tues, Oct. 12, 2010 @ 7pm**  
**Hahn Hall North Wing Room 130**

Sponsored by: Women's and Gender Studies, Sociology,  
Science and Technology in Society &  
Women and Minority Artists and Scholars Lecture Series