

Movie Screening

**Monday  
March 17<sup>th</sup>**

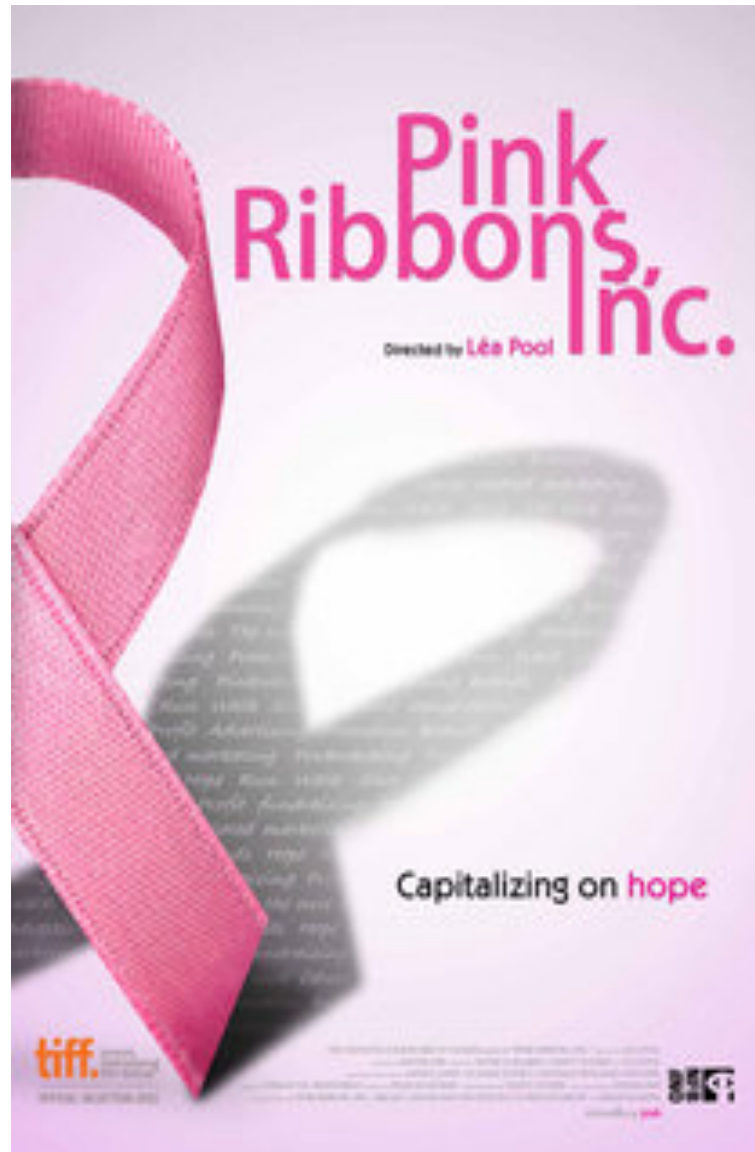
Doors open  
at 6:00 pm

**Screening begins  
at 7:00 pm**

Janet Leigh  
Theatre

University of the  
Pacific

Free Admission  
&  
Open to All



Breast cancer has become the poster child of corporate cause-related marketing campaigns. Countless women and men walk, bike, climb and shop for the cure. Each year, millions of dollars are raised in the name of breast cancer, but where does this money go and what does it actually achieve? Directed by Léa Pool, ***Pink Ribbons, Inc.*** is a feature documentary that shows how the devastating reality of breast cancer, which marketing experts have labeled a "dream cause," has been hijacked by a shiny, pink story of success.

**Co-Sponsors:** Sociology Department, Gender Studies Program,  
Women's Resource Center & College of the Pacific Dean's Office