

MOVING BEYOND AWARENESS: A CHANGING BREAST CANCER LANDSCAPE

GAYLE SULIK

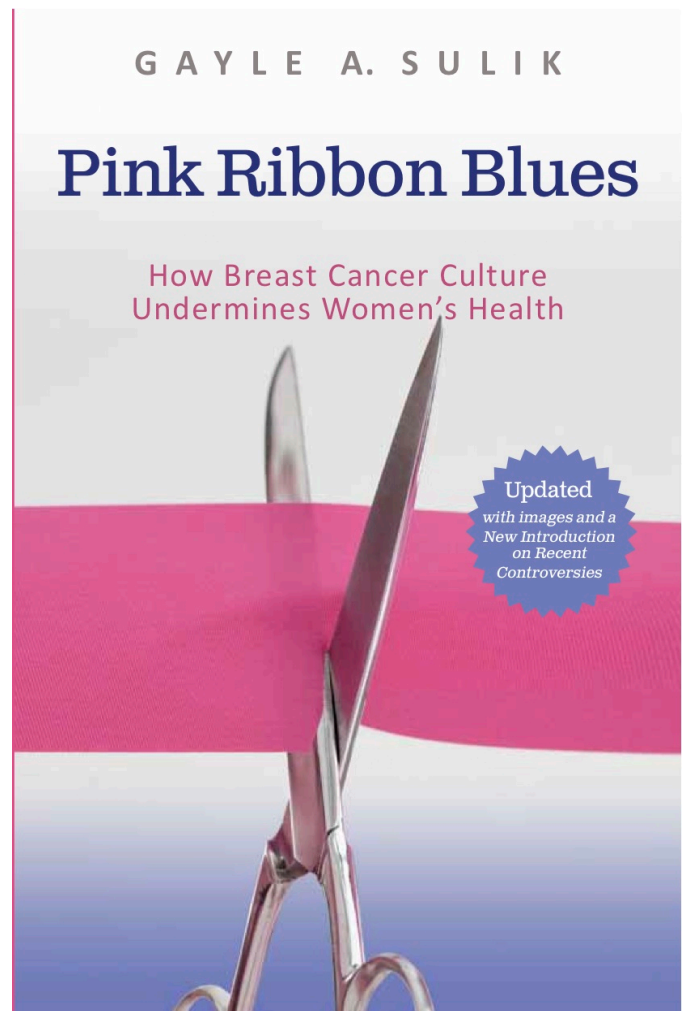
Lecture & Book Signing

Where: WPC 140

Date: Tuesday, March 18

Reception: 5:30 pm

Talk: 6:00 – 7:30 pm



Dr. Sulik is a medical sociologist whose work focuses on the mass media, medical industry, women's health, and breast cancer. Her book, *Pink Ribbons Blues* (Oxford University Press), is based on eight years of research, analysis of breast cancer advertisements and awareness campaigns, and hundreds of interviews. Sulik highlights the hidden costs of the pink ribbon as an industry, one in which breast cancer has become merely a brand name with a pink logo. She has won numerous awards including a *National Endowment for the Humanities* fellowship, was named one of the *top ten online influencers* in the field of breast cancer from ShareCare in 2012, and is the *2013 Sociologists for Women in Society Distinguished Feminist Lecturer*. More information about Dr. Sulik's research is available on her website at: <http://gaylesulik.com/>.

Co-Sponsors: Gender Studies, Sociology Department, Office of the Provost, Women's Resource Center, Phi Beta Kappa and College of the Pacific Dean's Office