

## Why wear pink in October?

Written by By Bernie Dotson  
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Each year, the month of October brings cooler weather, pumpkin-spiced foods, costumed trick-or-treaters, and breast-cancer-awareness activities.

Since the initial breast-cancer movement began some 25 years ago, various shades of pink, among other symbolic pink awareness artifacts, have lobbied for our attention during the month of October. It's a not-so-subtle reminder that October has become an annual time everywhere to raise people's conscience about breast cancer.

Why does this disease get so much attention when it comes to women's health? What is it about breast cancer that transforms the national conscience? The color pink is everywhere this month, and it's hard not to notice; even the Gallup High School football team donned pink jerseys during a recent game against Grants.

More than 190,000 American women are diagnosed with breast cancer each year, with about 40,000 of those cases resulting in deaths, according to statistics from the National Cancer Institute. Men are not immune to breast cancer, either, with 2,000 new cases reported this year, and some 400 of those resulting in deaths, according to NCI data.

In a sense, statistical mortality speaks to the true essence of the success of breast-cancer awareness among communities. It's amazing to see the sheer numbers of survivors, friends, and families mobilize their efforts toward saving other people's lives.

We salute the community members, like organizers of walks and runs, who have made the awareness effort a success.

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Say hello this weekend — and throughout the month of October — to someone wearing pink. Awareness campaigns are done to educate and make men and women responsible for their health.

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