



# CANCER CULTURE & COMMUNITY

art, literature, film and the human response to cancer

## THE UNINTENDED CONSEQUENCES OF PINK — REORIENTING THE CAUSE



**April 11, 7 p.m., Forney G-140:** Screening of the documentary *Pink Ribbons, Inc.*, based on the book by Samantha King

**April 15, 7 p.m., Krannert Auditorium:** Panel discussion on breast cancer culture and its effects on individuals and society



#### PANEL MODERATION

##### **Arden Bement**

Chief Global Affairs Officer Emeritus, Purdue University; David A. Ross Distinguished Professor Emeritus of Nuclear Engineering, Purdue University; and Director Emeritus, Global Policy Research Institute



#### MEDICAL ETHICS

##### **Peter Schwartz**

Associate Professor of Medicine, Indiana University School of Medicine; and Associate Professor of Philosophy, Indiana University School of Liberal Arts



#### ADVOCACY AND ANALYSIS

##### **Samantha King**

Author of *Pink Ribbons, Inc.*, Associate Professor, Associate Director and Graduate Coordinator, School of Kinesiology and Health Sciences, Queens University, Ontario, Canada



#### MEDIA

##### **Moira Gunn**

Host of Public Radio's *Tech Nation* and its regular segment, *BioTech Nation*



#### COMMERCIALIZATION OF PINK RIBBONS

##### **Phil Low**

Ralph C. Corely Distinguished Professor of Biochemistry, Purdue University and Founder, Endocyte and On Target



#### CAUSE MARKETING

##### **Susan Rowe**

Executive Vice President and Communication Planning Director of Next Marketing & New Media



#### PRIMARY PREVENTION

##### **Sophie Lelièvre**

Associate Professor of Cancer Pharmacology, Purdue University; Leader, Breast Cancer Discovery Group, of the Purdue University Center for Cancer Research; and Co-founder, International Breast Cancer and Nutrition

>> The goal of these events is to foster open discussion and raise awareness of the system-wide factors that impact breast cancer as the experience of an individual, a society and a health epidemic. Audience members are invited to participate.

Presented by Oncological Sciences Center, Department of English, College of Liberal Arts, Krannert School of Management, Purdue Student Union Board, and the Patti and Rusty Rueff Department of Visual and Performing Arts