



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