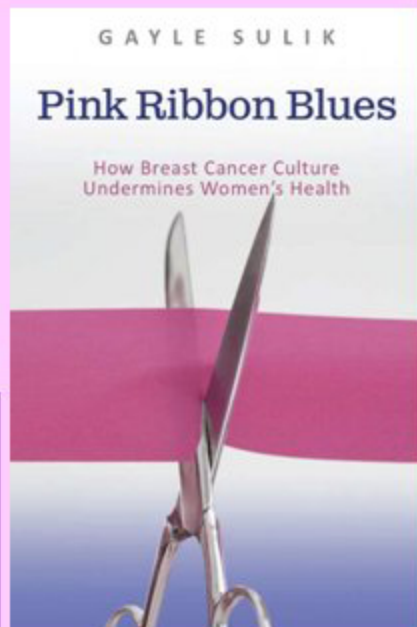


Dr. Gayle Sulik
Pink Ribbon Blues: How
Breast Cancer Culture
Undermines Women's Health



Tuesday Oct.26
@5pm at
Sarazen Student
Union room 243



Co-sponsored by the Sociology Dept., The Sr. Thea Bowman Center for Women, Women's Studies, The Office of Academic Community Engagement within the Franciscan Center for Service and Advocacy, and Capital Region Action Against Breast Cancer

[Dr. Gayle Sulik](#) is author of the newly released "Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health." published by Oxford Press.

The book shows how advocacy, publicity, and mass marketing created a culture that transformed breast cancer from an important women's health problem in need of complicated social and medical solutions, to a popular item for public consumption. Although the "pink ribbon culture" has brought the disease into the light and empowered millions of women to claim their status as survivors, it has not succeeded in preventing or eradicating the disease, providing access to quality treatment and care, offering adequate support, or managing conflicts of interest between advocacy, care, and profit.

Dr. Sulik received her Ph.D. in sociology from SUNY Albany. She was friends and colleagues with Dr. Pat Brown, a co-founder of Capital Region Action Against Breast Cancer and a biology professor at Siena. Dr. Sulik continued to work with [CRAAB](#).