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Male Breast Cancer Awareness Week is October 21 to October 27, 2012

Due largely to the efforts of Cheri Ambrose and Alexis Ritter Gubbay, Governor Chris Christie has proclaimed the third week of October, October 21 through October 27, 2012 as Male Breast Cancer Awareness Week in New Jersey. With this proclamation, New Jersey becomes the third state to recognize this week, joining Pennsylvania and Florida.

Male breast cancer is rare, accounting for less than 1% of all breast cancers. Due to this, and the fact that breast cancer has been branded a woman's disease (with pink-only ribbons), men with the disease are often undiagnosed and their cancer is not detected until it has progressed to a later stage.

Some important facts about male breast cancer:

- Survival rates for men are about the same as for women with the same stage of cancer at the time of diagnosis. Unfortunately, it is often undiagnosed until later stages due to lack of awareness.
- The American Cancer Society estimates that in 2012, about 2,190 new cases of male breast cancer will be diagnosed and that it will be the cause of approximately 410 deaths. This rate grows annually.
- 27% of men with breast cancer will die from the disease compared to 19% of women, related to the lack of awareness and later detection.

Male Breast Cancer Awareness Week aims to spread the message: *Breast*

Cancer. Guys Get It Too.

Here is a list of 7 Ways You can Support Male Breast Cancer Awareness Week:

1. Join The Blue Wave at the *American Cancer Society's Making Strides Against Breast Cancer Walk* on Sunday, October 21. Meet at 8:00am at the Mack-Cali Business Campus, 1 Campus Drive, Parsippany. Full details on The Blue Wave [event page](#).
2. Wear Blue. Even if you can't attend the walk, wear blue to show your support for Male Breast Cancer Awareness on October 21.
3. Tell ten people that men get breast cancer, too. Use old-fashioned word-of-mouth or share the message in your social media network.
4. Visit www.TheBlueWave.org online to learn more about male breast cancer. You can find out how to make a donation to fund important medical research, too.
5. Stay current on the latest research and facts about male breast cancer. Like The Blue Wave on Facebook: <http://www.TheBlueWaveMBC> and follow The Blue Wave on Twitter: <http://www.twitter.com/TheBlueWaveMBC>. You can also stay up-to-date via email - send a message to thebluwavembc@gmail.com to subscribe.
6. Male Breast Cancer Awareness Week is currently recognized in four states - New Jersey, Pennsylvania, Florida and Massachusetts. Contact your state representatives and urge them to recognize this important week as part of Breast Cancer Awareness Month in October.
7. If you are a guy, give yourself a breast exam or ask your doctor to perform one the next time you have an appointment. It's just a

few minutes, and it could save your life.

For more information and ideas about how to spread awareness for Male Breast Cancer, please contact Alexis Ritter Gubbay at 862-216-8916, thebluwavembc@gmail.com or Cheri Ambrose at 973-224-0634, thebluwavenj@gmail.com.

Online:

Website: www.TheBlueWave.org

Facebook: www.Facebook.com/TheBlueWaveMBC

Twitter: www.Twitter.com/TheBlueWaveMBC