

**PROFITS IN PINK:
BREAST CANCER CAUSE MARKETING IN
CANADA**

-2004-

RESEARCHED AND WRITTEN BY MADELEINE BIRD

PRESENTED BY

**ACTION CANCER DU SEIN DE MONTREAL
BREAST CANCER ACTION MONTREAL**



www.bcam.qc.ca

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This report was researched and written by Madeleine Bird during her internship initiated by the McGill Center for Research and Teaching on Women and commissioned by Breast Cancer Action Montreal.

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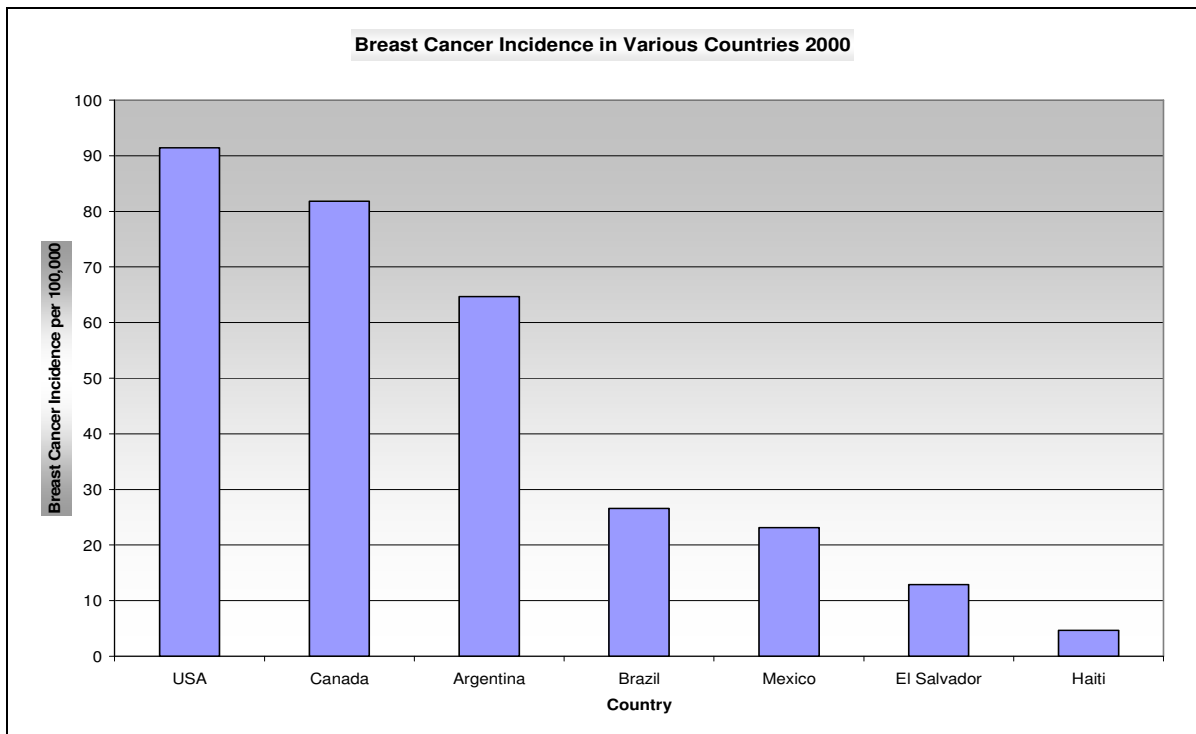
TABLE OF CONTENTS

1. INTRODUCTION.....	1
1.1 THE BODY BURDEN.....	2
1.2 CAUSE MARKETING: BREAST CANCER HIJACKED	2
1.3 THE HISTORY OF BREAST CANCER CAUSE MARKETING: BREAST CANCER AWARENESS MONTH.....	3
1.4 THINK BEFORE YOU PINK.....	4
1.5 BREAST CANCER ACTION MONTREAL	4
1.6 THE PRECAUTIONARY PRINCIPLE AND PREVENTION FIRST	5
1.7 BCAM’s CORPORATE POLICY	6
2. RESEARCH METHODOLOGY.....	7
2.1 THE QUESTIONS EXPANDED.....	8
3. FINDINGS	8
3.1 SOME CANADIAN BREAST CANCER CAUSE MARKETING CAMPAIGNS: RESULTS FROM INVESTIGATION AND INQUIRIES	8
3.2 QUESTIONABLE CORPORATE INVOLVEMENT	19
4. ETHICAL FUNDRAISING AND ACCOUNTABILITY.....	20
5. CONCLUSIONS.....	20
6. WHAT CAN WE DO FROM HERE?	22
7. RECOMMENDED READING	22
8. ENDNOTES	23

1. INTRODUCTION

There are so many choices while shopping, and for those who care about breast cancer it has never been easier to support the cause at the cash register, especially during October. We are constantly hearing the words “hope”, “courage”, “survival” and “cure” from magazines, television commercials and special promotions. There seem to be exciting new advances in breast cancer research around every corner so why not do your part and buy that shampoo, that blush is nice too and what about that cute pink teddy bear? But where is the money going, and is it really that simple? This report critically examines some of the many complex relationships between corporations and breast cancer organizations currently implicated in breast cancer cause marketing in Canada. Using data gathered by research into breast cancer cause marketing, this report emphasizes the impact of corporate profit making on public health, breast cancer information and those affected by the disease.

Although breast cancer is continually being showcased in positive pink spotlights (no one wants to pay for uncertainty), the reality is far from rosy. Breast cancer incidence has been rising steadily since the 1940s, from about 1 in 20 to now 1 in 9 women in Canada.¹ Potentially carcinogenic chemicals have also been increasingly released into our everyday environment since the 1940s which coincides with a rise in industrialization and our consumer culture. Breast cancer incidence rates in non-industrialized countries are significantly lower than the rates we see here in North America.



Source: Prevalence and Incidence of Breast Cancer from *Cure Research.Com* available at: http://cureresearch.com/b/breast_cancer/prevalence.htm

This chart shows breast cancer incidence per 100,000 population for the USA, Canada, Argentina, Brazil, Mexico, El Salvador and Haiti in 2000. The chart demonstrates a direct correlation between the level of a country's industrialization and its breast cancer incidence rates. Canada is more industrialized than Mexico, Mexico is more industrialized than Haiti. One exception to this pattern is Japan, where breast cancer incidence was only 28.0 per 100,000 in the years 1993-97.² However, breast cancer incidence in Japan has been rising since the 1980s as industrialization has increased.

If breast cancer is a disease of most affluent countries, can we really buy our way out of it?

1.1 THE BODY BURDEN

The Environmental Working Group, a team of concerned scientists, engineers, policy experts, lawyers and computer programmers have, with Mount Sinai School of Medicine in New York and Commonweal³ in California collaborated to research pollutants found in the human body. This Body Burden project found an average of 91 industrial compounds, pollutants and other chemicals in the blood and urine of nine volunteers, with a total of 167 chemicals found in the group.⁴ The volunteers do not live near industrial facilities or work with chemicals. Of the 167 chemicals found, 76 cause cancer in humans or animals, 94 are toxic to the brain and nervous system and 79 cause birth defects or abnormal development.⁵

The Environmental Working Group website states that:

...[C]hemical companies are not required to tell EPA [Environmental Protection Agency] how their compounds are used or monitor where their products end up in the environment. Neither does U.S. law require chemical companies to conduct basic health and safety testing of their products either before or after they are commercialized. Eighty percent of all applications to produce a new chemical are approved by the U.S. EPA with no health and safety data. Eighty percent of these are approved in three weeks.⁶

Perhaps it is time to stop blindly trusting the corporations we buy from, to actively question the safety of their products and demand a response to the toxic levels of synthetic chemicals in our environment and our bodies.

1.2 CAUSE MARKETING: BREAST CANCER HIJACKED

Breast cancer has become the darling of corporate Canada. Campaigns have been created to raise money in Canada, such as pink ribbon athletic apparel and bra and panty parties. It is easy to market; unlike the touchy issues AIDS brings up, breast cancer hits indiscriminately; next to awkward diseases such as colon cancer, breast cancer seems graceful and accessible. Everyone loves to talk about, think about and look at breasts. During World War II, "Men fighting overseas looked to the female bosom as a reminder of the values that war destroys: love, intimacy, nurturance."⁷ And because breast cancer is so prevalent, almost everyone is ready to spend a little extra to support "the cause".

Companies would like consumers to think the businesses are doing a good thing by attaching their product to breast cancer. But is it really the company that is giving money to the cause? Cause marketing gets the public to pay for something that the company then claims as its own (for example, selling shampoo with a pink ribbon on it and saying they support a charity when you have purchased the item).⁸ It seems breast cancer cause marketing may be taking advantage of our concerns about breast cancer.

1.3 THE HISTORY OF BREAST CANCER CAUSE MARKETING: BREAST CANCER AWARENESS MONTH

Almost everyone concerned with breast cancer knows that October is the month when labels turn pink, runs, hikes and marches are organized for the cure and the slogan “early detection is your best protection” is repeated like a sacred mantra from corporations and charities alike. National Breast Cancer Awareness Month (NBCAM) is dedicated to breast cancer education through namely “the importance of detecting the disease in its earliest stages through screening mammography, clinical breast examination, and for women 20 years of age and older, breast self-examination.”⁹ Little if nothing is said about true breast cancer prevention – finding the causes of breast cancer in our environment and eradicating those carcinogens that enter our bodies every day.

One of the reasons environmental carcinogens are not part of the discussion during NBCAM is because AstraZeneca, the makers of tamoxifen, are NBCAM’s primary sponsors. Sharon Batt, co-founder of Breast Cancer Action Montreal, writes this of AstraZeneca in her article “Cancer Inc.”, 2000:

AstraZeneca (formerly known as Zeneca), is a British-based multinational giant that manufactures the cancer drug tamoxifen as well as fungicides and herbicides, including the carcinogen acetochlor. Its Perry, Ohio, chemical plant is the third-largest source of potential cancer-causing pollution in the United States, releasing 53,000 pounds of recognized carcinogens into the air in 1996.

When Zeneca created Breast Cancer Awareness Month in 1985, it was owned by Imperial Chemical Industries, a multibillion-dollar producer of pesticides, paper, and plastics. State and federal agencies sued ICI in 1990, alleging that it dumped DDT and PCBs-both banned in the United States since the 1970s-in Los Angeles and Long Beach harbors. Any mention of what role such chemicals may be playing in rising breast cancer rates is missing from Breast Cancer Awareness Month promos.¹⁰

AstraZeneca is arguably the first corporation to promote breast cancer cause marketing. Now more and more corporations are jumping up to join the breast cancer (and profit making) cause. In 2003 the Canadian Breast Cancer Foundation doubled its number of corporate partners from 26 to 52.¹¹ The Quebec Breast Cancer Foundation has well over 200 corporate sponsors listed on its website.¹² National Breast Cancer Awareness Month, created by a corporation that dumped chemicals into the environment, does not present the full spectrum of breast cancer issues. NBCAM thus seems to present itself as a month to boost profits more than a month for awareness of the many real issues in breast cancer. National Breast Cancer Awareness Month is now entering its 20th year. But the question is whether corporations, whose bottom lines do not include public health as a priority, can

be a trusted resource for breast cancer information. Should women, consumers and those concerned about breast cancer tolerate only partial truths and information?

1.4 THINK BEFORE YOU PINK

In response to the proliferation of breast cancer cause marketing, the *Think Before You Pink* campaign was established by Breast Cancer Action San Francisco (BCA). *Think Before You Pink* asks consumers to ask critical questions before dropping dollars to corporations in the name of breast cancer. In doing so, the campaign attempts to follow the money from the consumer's wallet through to the corporation and their involvement in breast cancer efforts. Breast cancer activists are demanding to know if corporations are more interested in profits than women's health.

Think Before You Pink raises the following issues concerning breast cancer cause marketing:

- With the large and growing number of companies and others raising money for breast cancer, it is impossible to tell how much is being spent each year on breast cancer research and whether those funds are being well spent.
- The money that is raised through breast cancer cause marketing is going to already wealthy organizations which are often conservative in their approach to breast cancer issues and often have questionable ties with major pharmaceutical companies and other corporations that contribute to the incidence of breast cancer.
- The money raised goes primarily to research projects that are looking for cures for breast cancer which means that it is not going into areas that will stop women from getting breast cancer in the first place.
- Our cultural obsession with breasts, and the profits that can be made from pulling the heartstrings of consumers, makes breast cancer as an easily marketable disease. This has resulted in those affected by the disease being exploited and manipulated for profits.
- Many cause marketing schemes place women in stereotypical positions that infantilize women into roles that feminists have been fighting for generations. A good example of this is the KitchenAid "Cook for the Cure" campaign.
- Often the much praised 'awareness' that corporations advocate is very empty awareness, most notably so when the corporations that engage in breast cancer cause marketing campaigns contribute to the increased incidence of breast cancer themselves through the products they sell or the way in which their products are produced.

Think Before You Pink began the task of unearthing cause marketing campaigns in the United States and uncovered the issues presented above that are also persistent in the Canadian market today.

1.5 BREAST CANCER ACTION MONTREAL

Breast Cancer Action Montreal (BCAM), is a non-profit organization dedicated to raising awareness about the issues surrounding breast cancer. Through public lectures, debates and seminars, BCAM strives to inform the public about the many controversies

surrounding breast cancer. Through public action, BCAM hopes to encourage politicians, policy makers and the research community, including pharmaceutical companies, to devote more research money to primary prevention and BCAM supports public initiatives designed to reduce environmental pollutions.¹³

This research project, initiated by BCAM, is the first of its kind in Canada. Working closely with BCA on *Think Before You Pink* issues, BCAM is initiating discussion, critical thinking and action concerning breast cancer cause marketing in Canada.

1.6 THE PRECAUTIONARY PRINCIPLE AND PREVENTION FIRST

Understood by doctors as "first, do no harm" the precautionary principle is sometimes abbreviated as "better safe than sorry." As explained by the Science and Environmental Health Network, the principle provides that: When an activity raises threats of harm to the environment or human health, precautionary measures should be taken even if some cause and effect relationships are not fully established. Implementing the principle requires exploring alternatives to possibly harmful actions; placing the burden of proof on proponents of an activity rather than on victims or potential victims of the activity; and using democratic processes to carryout and enforce the principle.¹⁴

BCAM is the founding member of Prevention First: A Coalition of Independent Health Organizations.¹⁵ The coalition has a commitment to health and the precautionary principle and independence from any financial connection to corporations that are advertising drugs directly to consumers. Prevention First is a "counter campaign" to pharmaceutical companies' current advertising campaigns.¹⁶

The precautionary principle is important in the context of *Think Before You Pink* because more often than not, breast cancer charities and organizations are financially involved with pharmaceutical, cosmetics and motor-vehicle companies, to name a few. These connections necessarily steer the agendas of these organizations away from the most advantageous ways to maintain and endorse public health, safety and unbiased public information on breast cancer issues. For example, a motor vehicle company will not inform women that certain chemicals created by internal-combustion engines increase the risk of breast cancer, and that it is best for everyone's health if motor vehicle technology moves toward non-carcinogenic alternatives to the internal-combustion engine. In the same way, Breast Cancer Awareness Month information does not stress that the increase in chemical production and exposures is significantly related to the increase in breast cancer incidence in industrialized nations. Information like this, after all, can be traced directly to Breast Cancer Awareness Month corporate sponsors like AstraZeneca. Information can not be clear and balanced if corporations that contribute to and profit from breast cancer incidence are invested in the breast cancer cause. That lack of balance can be seen in the way that corporations and charities urge consumers to contribute to the breast cancer cause by purchasing a pink ribbon endorsed product. How often have we heard that we can save a life by simply buying candy or cashmere or yogurt? The reality, however, is more complicated. By leaving out information that can promote real change through public opinion and action, these campaigns effectively "pinkwash"¹⁷ away important political breast cancer issues.

1.7 BCAM's CORPORATE POLICY

Breast Cancer Action Montreal's corporate policy states that:

The following principles guide BCAM's corporate fundraising strategy and will help the reader understand what is meant by an independent organization.

Breast Cancer Action Montreal

Policy on Corporate Contributions (adapted by the Board of Directors, March 15, 2001)

Breast Cancer Action Montreal (BCAM) recognizes that the effectiveness of our work in public education, advocacy and coalition-building depends on the organization's credibility, particularly in the eyes of its members and the people it serves. The funding sources of any advocacy organization can appear to affect its political legitimacy, particularly in situations where corporate support raises the possibility, inference or perception of a conflict of interest.

BCAM's corporate contributions policy aims to reconcile the need to ensure the long-term financial health and longevity of the organization with the desire to avoid potentially real or perceived conflicts of interest related to corporate giving.

Guiding Principles:

The following principles will, therefore, guide BCAM's corporate fund-raising strategy:

1. In order to provide unbiased information about the primary prevention of breast cancer, its diagnosis and treatment, BCAM must be free of any appearance of conflict of interest. Accordingly, BCAM will not accept financial support from corporate entities whose products or services are known to BCAM to include cancer diagnosis or treatment.
2. BCAM advocates the precautionary principle that calls for acting on the weight of the evidence that links environmental carcinogens to breast cancer and other cancers, rather than waiting for absolute proof of cause and effect. Consistent with this position, BCAM will not knowingly accept funding from corporate entities whose products or manufacturing processes directly endanger environmental and/or occupational health or may possibly contribute to cancer incidence, nor will BCAM knowingly accept donations from corporate entities that work to weaken or circumvent environmental and occupational regulations that would protect the public health and might decrease cancer incidence.
3. Furthermore, BCAM will not officially support any organization or event that accepts funding from sources unacceptable to BCAM.

Unacceptable Corporate Contributions: Based on these guiding principles and BCAM's mission statement, BCAM will not knowingly accept funding from the following categories of corporations. (The following list is not necessarily comprehensive and may be modified.)

1. Pharmaceutical companies
2. Chemical manufacturers
3. Biotech and agri-business

4. Oil companies
5. Tobacco companies
6. Private cancer diagnosis and treatment facilities
7. Companies that develop and market cancer-related technology

This policy does not require BCAM to engage in exhaustive review of every corporation in order to trace the sources of income, but recognizes that the activities of many corporations change rapidly, and that BCAM will periodically need to evaluate new information. We encourage our members and others to provide information about corporate activities that they believe have bearing on this policy.

BCAM will continue to focus its fundraising efforts on individual giving, either through direct contributions or through workplace giving programs, as well as corporate donations from industries other than those listed above. This policy shall not be construed to prohibit BCAM from accepting (a) matching gifts from corporations that are initiated by donations from an individual corporate employee or a group of corporate employees, or (b) corporate contributions made in memory or honour of someone, at the request of the deceased or her/his family.

2. RESEARCH METHODOLOGY

The main goal of the research for this project was to seek out breast cancer cause marketing campaigns in Canada and to attempt to answer the following questions:

1. What is the name of the company that cause markets breast cancer and how do they market to appeal to people who care about breast cancer?
2. What does the product cost, and how much of that goes to breast cancer?
3. How is the money raised – is it a percentage of the purchase price? A promise of net profits? A lump sum?
4. What kind of breast cancer effort does the money support? Does the company know?
5. Are the products that the company makes – whether they are the ones that have a pink ribbon or not – bad for our health?

Through responses to these questions, the intentions of the corporations involved in breast cancer cause marketing will become clear.

In order to maintain the Canadian context of this research project, the campaigns examined reach the Canadian market and the funds from the campaigns are directed to Canadian charities, although not always exclusively to Canadian charities. The corporations were contacted via email, telephone and sometimes letter mail. Questions one thru four were asked of the corporations with the assumption that question number five would not be answered by the corporation (and might produce hostile reactions and thus non co-operation) and would require additional and separate research. If answers to the questions were available via corporate web pages or charity web pages, they were not necessarily asked. In addition, questions not listed above were asked where applicable to pursue the intentions of the *Think Before You Pink* agenda.

2.1 THE QUESTIONS EXPANDED

The first question is posed to define the boundaries of Canadian breast cancer cause marketing campaigns and to ensure understanding of the full scope of the campaigns.

The second and third question is posed in order to directly follow the money. It is attempting to define the exact amount of money that flows from a product purchased through a corporation to a breast cancer charity and/or from a corporation to a breast cancer charity. This question is important because often corporations will place a pink ribbon on a product with no mention or indication of the actual amount of money that goes to the charity through the purchase of the product. For example, a product may cost \$100.00 and the corporation may only donate \$3.00, or 3% of the sale price, of this product to a breast cancer charity.

The fourth question is asked to better uncover whether the corporation in question truly has breast cancer interests at heart, or if slapping the pink ribbon on products is really a tactic to promote sales. It is likely that if a corporation knows how their money is being used within a charity, they have greater concern for the advancement of the causes of breast cancer. In addition, this question is important in raising awareness as to how corporate money (and in reality, the consumer's money) is used once it reaches a charity.

The last question attempts to highlight the often hypocritical relationship corporations share with breast cancer causes. The significance of certain corporations' contributions to the rising rates of breast cancer incidence, while in the same breath cause marketing, clearly discredits altruism and philanthropy on the part of the corporation. Corporations should not be allowed to have it both ways – to both contribute to breast cancer incidence and profit from cause marketing campaigns.

3. FINDINGS

The largest charity organization dedicated to breast cancer in Canada is the Canadian Breast Cancer Foundation (CBCF) with a national office in Toronto, Ontario and provincial chapters throughout the country, except in Quebec, which has the Quebec Breast Cancer Foundation as a sister organization. The CBCF is the charity with the largest number of visible breast cancer cause marketing campaigns attached to their name. Because of this reality, the CBCF's corporate partners became the focus of this research project. Focusing on the CBCF is not intended to single out or attack this charity. Neither is it meant to ignore or omit the numerous other breast cancer cause marketing campaigns supporting numerous other breast cancer charities in Canada.

3.1 SOME CANADIAN BREAST CANCER CAUSE MARKETING CAMPAIGNS: RESULTS FROM INVESTIGATION AND INQUIRIES

This next section outlines the corporations researched, describes their campaigns and their involvement with breast cancer issues and potential contribution to breast cancer incidence. The corporations are listed below in alphabetical order.



Air Canada, a Canadian airline company, is the official airline and platinum sponsor of the CBCF's CIBC National Run for the Cure. From the CBCF website, Air Canada claims that "together with its employees, retirees and their families [Air Canada] ha[s] embraced the spirit of caring and helping in the communities we serve... Together we are committed to helping find a cure for a disease that knows no boundaries." Air Canada is also a sponsor of the Quebec Breast Cancer Foundation.

Air Canada has not returned any of the emails sent inquiring into more details of their connections with the CBCF.



Bard Canada Inc. is in the field of vascular access and diagnostic biopsy devices. Bard Canada donates a "portion" of the proceeds received from the sales of Bard Oncology Products to support the advancement of breast cancer research, education, diagnosis and treatment in Canada. There is a lack of public information on the exact portion of proceeds from the sale of oncology products that supports the CBCF, how much money has been donated and how these donations are being used.



Since 1994 Belvedere International, an entirely Canadian-owned manufacturer of "health and beauty" products, has supported the CBCF year round. Belvedere International donates an undisclosed and confidential portion of sales of its Down Under Natural's, Salon Mode, Nature's Basics and European Formula products to support undisclosed breast cancer issues and research. Whether Belvedere International simply does not know what breast cancer efforts they are supporting, or if they do know and this truly is confidential information is unclear. During the months of September and October, Belvedere International distributes monthly breast self-examination wallet calendars and the *Bear for the Cure* program at major Canadian retailers. The Koala bear (the animal featured on the packaging of Belvedere International's Down Under Natural's products) sells for \$9.99 with \$1.00 from each sale reserved for the CBCF. Also during September and October, a breast cancer awareness *Gift of Hope* travel size pack (of shampoos, etc.) is sold for \$4.99, with again, \$1.00 of sales earmarked for the CBCF.

Belvedere International has a special website developed to highlight their involvement with the CBCF which includes their objectives in this initiative which are to:

- Raise awareness regarding breast cancer through education and information
- Advise that October is Breast Cancer Awareness Month

- Educate the public about the importance of early detection and prevention
- Create *awareness of the continued involvement and efforts of Belvedere International* and its retail partners in support of the CBCF (emphasis added)¹⁸

This company attempts to be very visibly involved with the CBCF, including the addition of the pink ribbon CBCF logo on every one of their above mentioned products all year round with additional heavy marketing during and around Breast Cancer Awareness Month.

Belvedere International would not disclose any information, financial or otherwise about their relationship with the CBCF. There is no easily accessible list of ingredients for Belvedere International products. Belvedere International's main concern is to get the message to consumers that they donate portions of consumer dollars spent on their products to breast cancer efforts. Further details (and donation accountability) is unavailable.



Biersdorf Canada, the makers of Nivea products, supports the CBCF through the Nivea Cares! program in which pamphlets are distributed nationally on Nivea displays that include breast self-examination instructions as well as a coupon for \$1.00 off selected Nivea products. The CBCF website writes that “Biersdorf Canada stands firmly behind the belief that a future without breast cancer is an attainable goal and that until then, early detection is our most valuable tool. Biersdorf Canada urges all women to manage their breast health with monthly breast self-examination, and annual clinical breast exam and mammography where age or risk is appropriate.”¹⁹

Nivea's Body Silky Shimmer Lotion, Nivea Body Silky Shimmer Lotion, for Medium to Darker Skin and Nivea Cream all contain Petrolatum, a toxin that may be linked with breast cancer.²⁰



The Canadian Ladies Golf Association (CLGA) has created the “Scramble Fore The Cure” event. Run by the CLGA, the national golf tournament will take place on September 20th 2004 in Inglewood, Ontario at the Caledon Country Club. The purpose of this national event is to celebrate the success of this national campaign and all those that have contributed to the breast cancer cause. Scramble Fore The Cure is open to teams of four; individuals, friends and corporate teams can all participate. Throughout the golfing season, golfers may participate in a regional/club or corporate event and/or the national event at the Caledon Country Club. If there are no regional events, golfers can create one through the CLGA. Money is raised for the CBCF through pledges raised by the golf teams.

The Golf Caledon Country Club was telephoned inquiring as to whether or not they use pesticides on their greens. This information is not available on the Caledon Country Club website. The telephone calls were never returned.



Candym, the makers of ‘Gund’ plush toys sells “Gund’s Life Bear Collection” with 10% of sales earmarked for the CBCF. The four items of the collection are:

- 12” bear at \$17.00 wholesale
- 18” bear at \$32.00 wholesale
- 6” bear at \$6.00 wholesale
- Golf Club headcover at \$17.50 wholesale

Candym would not give information as to how much they have, to date, donated to the CBCF. They do not specify how they wish their donations to be used within the CBCF.



Canpar Transport L.D., a courier service, has been a national corporate sponsor of the CIBC Run for the Cure since 1998. Canpar ships material gratis for the event in addition to having two vehicles and a number of volunteers at the Run. Canpar also displays the ‘Run for the Cure’ logo on a number of their delivery trucks year round for awareness. Canpar would not provide any financial information regarding their relationship with the CBCF.

Canpar vehicles use internal combustion engines which produce 1,3 butadiene and Polycyclic Aromatic Hydrocarbons (PAHs). 1,3 butadiene is shown to induce mammary tumors in animals. One study in the Long Island Breast Cancer Study Project implicated PAHs, compounds found in soot and fumes from the burning of diesel and other fuels, as a risk factor for breast cancer.²¹



Chatelaine/Flare Magazine is a Bronze level sponsor of the CIBC Run for the Cure event. According to the CBCF website, Chatelaine/Flare “is committed to raising awareness for breast cancer... in our magazine, online and through relationships with such vital programs as the Run. Each month, Chatelaine brings together a community of 1.3 million women who empower each other, through shared experiences and inspiring stories of courage and survival.”²²

Chatelaine has a strict confidentiality agreement with the CBCF and will not disclose any information, financial or otherwise, about their sponsorship to the public.



The Canadian Imperial Bank of Commerce (CIBC) is the title sponsor of the Canadian Breast Cancer Foundation's National Run for the Cure. CIBC provides financial or administrative support for the run. Every year CIBC pays a corporate sponsorship fee to be involved in the Run. In addition to the run, CIBC provides support to the CBCF by developing and paying for posters, brochures, print and TV advertising. The CIBC had over 10,000 employees participate in the run in 2003 and raised over \$2 million. Funds raised from the CIBC go directly to the CBCF. The CIBC has not earmarked donation funds to go toward specific breast cancer research projects. CIBC is also a sponsor of the Quebec Breast Cancer Foundation.



In October 2002, CineplexGalaxy launched the "Spotlight on the Cure" campaign aimed at supporting breast cancer research. During the month of October, all customers who see a movie at a Cineplex Odeon or Galaxy Cinemas will donate a "portion of sales" of their movie tickets to the CBCF. In addition, \$1.00 from the sale of the "Featured Concession Combo" is donated to the campaign. Gold-plated pink ribbons are also sold in theatres during the month at \$3.00 apiece; in this sale all proceeds go to the CBCF. Finally, money is also raised through an online auction. In 2003 online auction bids were on celebrity-decorated popcorn buckets and unique celebrity merchandise. All proceeds from these sales go to the CBCF.

Since 2002 CineplexGalaxy has donated a total of \$260,000 to the CBCF, although exact donations from box office and concession revenues are confidential information. CineplexGalaxy would not provide information on which breast cancer research Spotlight on the Cure supports, however they said that this information will be available in October 2004. No information about which research projects past donations supported was provided.

dynamite This year's pink ribbon product has not yet been finalized (as of August 17, 2004), however last year Dynamite, a clothing retail store, supported the CBCF through the sales of the "Dynamite Breast Cancer Tee" a pink rhinestone adorned t-shirt. \$5.00 from the sale of each shirt goes to the CBCF (the retail cost of the shirt is unavailable information). In 2003, the shirt raised approximately \$15,000 for the CBCF, in addition, Dynamite has donated over \$25,000 to the CBCF through initiatives at stores and at the Dynamite head office located in Montreal. It is unclear whether Dynamite would not disclose what their donations were specifically used for within the CBCF, or if they simply did not know.



Ernst & Young, personal and professional financial services company, has made a three-year commitment to help sponsor the CBCF national newsletter *In the Pink: Steps Toward a Cure*. The newsletter enables the CBCF to “share important information about gift-giving opportunities and chapter news, as well as celebrate stories of challenge and triumph.”²³ The goal behind Ernst & Young’s support of the CBCF is to ‘[Find] a cure one step at a time’ through commitment to support the advancement of breast cancer research, education, diagnosis and treatment. Ernst & Young personnel also participate in the CIBC Run for the Cure. In 2003 Ernst & Young had a team in 12 cities with more than 180 members who raised over \$23,000 for the CBCF.



Fabricland (a textile company) “Goes the Extra Yard.” For three years Fabricland has been selling pink ribbons in their stores (year round, with a special emphasis in October) with all proceeds going to the CBCF. Fabricland did not say how much they are selling their pins for, or how much they have thus far donated to the CBCF. Fabricland did not indicate they earmarked donated funds for specific projects within the CBCF. Fabricland does not know how the money they raise for breast cancer is used within the CBCF.



Ford Motor Company of Canada, Ltd. has been supporting the CIBC Run for the Cure for seven years. Ford raises awareness and funds for the Run through “Vehicle of Hope” displays at dealerships across Canada. The Vehicle of Hope is a Ford car covered with magnets displaying breast cancer related messages (see image above). For those not close to a dealership, Ford has the Virtual Vehicle of Hope. One may enter breast cancer related messages via Ford’s web page and look at other messages displayed online. Ford has an extensive breast cancer website that includes breast cancer information, health and running tips as well as a breast cancer quiz.²⁴ Ford is also a corporate sponsor of the Quebec Breast Cancer Foundation.

No information is available as to how much Ford Canada has donated to the CBCF, exactly how the Vehicle of Hope raises funds or awareness for the Run for the Cure or how exactly Ford supports the Run. This information is unavailable because Ford Canada provided a contact number in which an automated voice message responds. Ford did say that the messages from this number are monitored daily, however the voice message clearly states to not leave a message because no messages will be responded to. There is a place to leave a message. Although a message was left, it was not responded to. Upon further inquiry as to how to gather information from Ford Canada, the same telephone number was provided.

Ford vehicles produce 1,3 butadiene and Polycyclic Aromatic Hydrocarbons (PAHs), both chemicals are linked to breast cancer incidence.



French Dressing Jeans (FDJ) is a corporate sponsor of the CURE Foundation, a small breast cancer foundation based in Quebec, and the Quebec Breast Cancer Foundation (QBCF). French Dressing Jeans helps underwrite the CURE Foundation's only fundraising campaign, National Denim Day. National Denim Day, held every year on Mother's Day (2004, Tuesday May 11th) asks for a \$5.00 donation in exchange for the opportunity to wear jeans at work.

FDJ became involved with breast cancer when the wife of one of the owners was diagnosed with the disease. FDJ donates 50 cents to breast cancer efforts for every pair of Jeans sold. During October, FDJ has "Pink Ribbon Days," from October 1st to 31st. During this time, \$1.00 is donated to breast cancer efforts every time a pair of jeans is tried on. FDJ has donated CDN\$1.7million towards many different breast cancer efforts across Canada and the US. .




Ganong Bros Ltd. is a Canadian confectioner, specializing in boxed chocolates. In 2003 Ganong commenced a partnership with the CBCF by donating a 'portion' of proceeds from the sale of all Ganong boxed chocolates and candy products marked with the CBCF pink ribbon logo to the CBCF. On the 10th of February, 2004, David Ganong, CEO of Ganong Bros., presented a \$130,000 cheque to the CBCF to signify the 130 years Ganong has been in business in Canada. It is unclear where the \$130,000 came – from Ganong funds in general, or directly from the money raised from the pink ribbon boxes of Ganong chocolates and candy. Ganong is also a sponsor of the Quebec Breast Cancer Foundation.

Ganong has not returned inquiries about which products display the pink ribbon, what the prices of these products are and exactly what portion of the proceeds are earmarked for the CBCF. Neither have they responded to inquiries about how their donations are used within the CBCF, although they do mention on line that they support the CBCF's search for a cure for breast cancer.



Hush Puppies In support of the CBCF, Hush Puppies Canada produces a limited edition "pink ribbon puppies" plush toy dog. Through October, the toy is available throughout

selected retailers. A “portion” of proceeds is donated to the CBCF. Hush Puppies did not provide any more information to the questions asked.

 Johnson & Johnson Ltd., makers of personal care products, is a new sponsor of the CBCF through the sales of their Carefree, Stayfree, K.Y., Monistat and O.B. products. Johnson and Johnson will be having in-store pink ribbon promotions and television advertising. Johnson & Johnson is also a sponsor of the QBCF.

Johnson & Johnson has not directly answered any inquiries and is still investigating the request for information. Of the 42 Johnson & Johnson and Johnson products tested by the Environmental Working Group, 7 products had possible human carcinogens and therefore posed cancer risk, 18 products contained impurities linked with breast cancer, and 29 contained impurities linked with cancer and/or possible human carcinogens.²⁵ 33 of these 42 products are intended for use on babies.



KitchenAid Canada has been a partner of the CBCF since the fall of 2001 with what they claim as a “truly unique, grassroots-based” fundraising program. In April 2002 KitchenAid and the CBCF launched the KitchenAid Cook for the Cure campaign. A dinner party is organized through KitchenAid and pledges are donated to the CBCF during the party. All money raised from a KitchenAid Cook for the Cure party must first go through KitchenAid Canada before it reaches the CBCF. The program aims to raise up to \$1 million. Those who host a KitchenAid Cook for the Cure party are invited to add a patch to the pink and white “Tablecloth of Hope.” The tablecloth travels throughout Canada to raise awareness of the “grassroots” efforts of the CBCF. It is unclear if the CBCF has other “grassroots” initiatives at the national level. KitchenAid will also donate \$100 from each sale of its \$449.99 Limited Edition Pink Stand Mixer (KitchenAid “classic” stand mixers sell for \$399.99) until the end of December 2004.²⁶



Nygård International, a clothing company based out of Winnipeg, is heavily involved in breast cancer issues not only with the CBCF, but with other Canadian breast cancer foundations such as the Quebec Breast Cancer Foundation. Nygård was a gold level sponsor for the CIBC Run for the Cure in 2003. The fundraiser “Magical Night of Fashion” raised \$30,000 for the Misericordia General Hospital Foundation (MGH Foundation) to support their current project: High Definition Imaging Ultrasound Unit. This is a “gas specific application for breast cancer diagnosis” and has the potential to reduce the need for breast biopsies by 40%.²⁷ In addition to the ultrasound unit, Nygård has launched the sale of special pink ribbon pin and scarves. The pin sells for a minimum \$2.00 donation and scarves for a minimum \$15.00 donation at Nygård retailers throughout Winnipeg and at the MGH Foundation office. Net proceeds of the sale of the pin and scarves are donated to the MGH Foundation Breast Care Fund. Nygård has also

donated \$35,000 to the Quebec Health Network and has set up a “Buddies for Life” program²⁸ in which one finds a partner and each telephones the other once a month for breast self-examination reminders.

Attempts were made to contact Nygård by telephone to obtain clear information regarding their donation practices. The phone calls were never returned.



Polaris Industries: Polaris Cross Canada WOW (Way Out Women) Relay is a fundraising event created in 2003 by a group of employees from Polaris Industries. This event is a cross-Canada snowmobile relay to raise funds for the CBCF. The first event, which began January 11, 2003 in St. John’s, Newfoundland and finished in Squamish, B.C., on March 1, 2003, raised over \$170,000 for the CBCF.

Like cars, snowmobile engines use the internal combustion method which produces 1,3 butadiene and Polycyclic Aromatic Hydrocarbons (PAHs), chemicals linked to the causes of breast cancer.



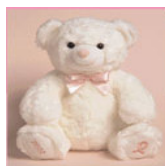
The Running Room is a sponsor of the CIBC Run for the Cure as well as the Quebec Breast Cancer Foundation. In addition to their sponsorships, they have developed a “Pink Ribbon” line of athletic clothing that generates funds each month for the CBCF. To date the Running Room has donated \$314,000 to the CBCF.

The Running Room has a confidentiality agreement with the CBCF and therefore will not release information on the particulars of their partnership with the CBCF including what portion of sales from their pink ribbon apparel is donated to the CBCF.



Saputo Inc., a division of Armstrong Cheese, celebrates more than 100 years of award winning cheese with a promotional program called “A Cause for Celebration” that supports the CBCF. “Consumers help create a future without breast cancer with every purchase of Armstrong Cheese and can enter for a chance to win one of one hundred \$100.00 Shopping Sprees.”²⁹ Saputo also sponsors the QBCF.

Saputo has not responded to inquiries.



Sears Canada and Estee Lauder joined to raise awareness and funds for the CBCF through the sale of the “Hope” teddy bear. The first sales of these

bears were in October 2002, the campaign has so far raised over \$100,000 across Canada. Sears and Estee Lauder sold 20,000 teddy bears in 2003 and raised \$150,000 for the CBCF.

Any further information about this campaign is unavailable. How, exactly the “Hope” teddy bear raises awareness about breast cancer issues, and which breast cancer issues is not stated. The portion of proceeds from the bears is not accessible information, nor is the price of the bear. Estee Lauder does not currently have a functioning Canadian website. The Sears website does not have this information.



For two years SoyaWorld, a soy milk and soy products company, has run newspaper ads for the “Run for the Cure” promotion. They also distribute coupons for So Good products with 25 cents from each coupon donated to the CBCF.

SoyaWorld produces both organic and non-organic soy products. The So Good product associated with the CBCF is a non-organic soy product. Although soy beans have possible cancer-fighting phytochemicals including isoflavones, they are also among the most heavily sprayed crops in the U.S. and Canada.³⁰ For this reason, Soyaworld was asked if they knew what pesticides were used on the non-organic soy beans used in their products, among the usual questions asked for this research project. SoyaWorld returned the inquiries with the above information and did not answer the pesticide question. Notably, the returned the email contained a copy of the original questions but the one concerning pesticides was not only not answered, it had been deleted.



SWAROVSKI Swarovski Canada Ltd., a crystal company, sold the Pink Hope Pin in 2002. The Pink Hope Pin symbolized Swarovski’s support for the CBCF.

The retail price of the Pink Hope pin is \$110.00. In 2002 and 2004, Swarovski donated \$15.00 to the CBCF for each pin sold; in 2003 Swarovski donated \$10.00 for each pin. In 2002 and 2003 the Pink Hope Pins raised approximately \$14,000 for the CBCF. Swarovski is not sure how the funds were used within the CBCF.



Tetley Tea supports the CBCF through a collectible travel tea caddy and case. Tetley donates \$1.00 to the CBCF from each \$5.00 tea caddy ordered. Consumers will also receive a \$10.00 Nygård gift certificate from Tetley upon the purchase of the tea caddy. Tetley Tea reached their \$50,000 mark in raising money for the CBCF in July.

Tetley has not responded to inquiries.



Since 1997 Weekenders Canada supports the CBCF through the “Wings of Hope” campaign. All profits from “Wings of Hope” products (lapel pins, note sets, candles, scarves, teddy bears, golf shirts) support the CBCF. Weekenders Canada has raised \$1.1 million for the CBCF.

Weekenders Canada has not responded to inquiries.

WonderBra WonderBra (Canadelle), a bra and lingerie company, has been a corporate partner of the CBCF since 1999. WonderBra has created the “You’ve Got the Power” campaign in which over 2 million breast self-examination (BSE) inserts appear in WonderBra products across Canada. In addition, WonderBra offers free BSE instructional videos to colleges and universities for their education programs. From the CBCF website, WonderBra states “the ‘You’ve Got the Power’ campaign helps connect Canadian women to the Canadian Breast Cancer Foundation, while empowering them to take responsibility for their own breast health.”³¹

It is important to emphasize the limited ideology of the “You’ve Got the Power” campaign. The language used in the campaign sternly evades the public health issues of breast cancer. Instead, it places the responsibility for a woman’s health on the woman herself. A woman should not be made to feel personally responsible for her health at all times when there are infinite factors that affect a woman’s well being, factors both in – and outside of her control. Among these outside factors are chemicals that infiltrate her everyday life through, for example, cosmetics, air pollution, vehicle emissions and pesticides. This is a reality that Breast Cancer Action Montreal is fighting hard to change – by emphasizing to the public that the development of breast cancer is a public health issue and not a personal battle to be waged. There are no winners or losers.

WonderBra has not directly responded to inquiries and has made getting information concerning their breast cancer marketing campaign difficult. An email was sent to the company asking a number of questions, among them “Does WonderBra feel it is the woman’s responsibility to take care of her own breast health at all times?” In response to the email, WonderBra asked for a written letter to their company. A letter was sent by regular mail including the same questions from the email. In response to the letter, WonderBra telephoned the researcher on this project requesting a second letter, however this time, WonderBra requested the letter be written on BCAM letterhead that indicated the researcher’s mandate from BCAM as well as the intended use of the information requested by WonderBra, if provided. A second letter was sent fulfilling the requests from WonderBra. A response is pending.



Yoplait Source yogurt has just recently (2004) joined with the CBCF in the “Each Lid, A Source of Hope” campaign from August 2nd to October 31st 2004. Yoplait also sponsors the QBCF. The CBCF’s pink ribbon logo will be displayed on all Yoplait Source yogurts during the campaign. 10¢ will be donated to the CBCF for every specially identified Source lid mailed back to a specific Yoplait address by the end of October. Yoplait has a fundraising goal of \$80,000.³²

A consumer would have to send back 100 lids just to make a \$10.00 donation. One variety pack of Yoplait Source yogurts of 4x100g costs about \$2.69.³³ As it is understood from the Yoplait website the 4x100g variety pack is considered one lid. To donate \$10.00 to the CBCF through the Yoplait Source campaign, a shopper would have to spend \$269 on yogurt!

3.2 QUESTIONABLE CORPORATE INVOLVEMENT

Due to the time constraints of this project and given the volume of breast cancer cause marketing campaigns in Canada, a thorough investigation of every campaign unfortunately could not be accommodated. However, this next section will take a look at a few more corporations involved in breast cancer cause marketing. These corporations are highlighted due to their questionable involvement with breast cancer fundraising.



AstraZeneca, is in partnership with the Quebec Breast Cancer Foundation (QBCF) as well as Willow Breast Cancer Support and Services organization based out of Toronto and is one of the main sponsors of National Breast Cancer Awareness Month. The problems with AstraZeneca’s involvement in breast cancer fundraising has already been illustrated in section 1.3.



Petro-Canada, a Canadian oil company, is in partnership with the QBCF. As previously stated, the burning of fossil fuels in internal combustion engines produces carcinogens.

REVLON Revlon, a cosmetics company, was Toronto’s Rethink Breast Cancer’s official colour cosmetics sponsor for Rethink’s web launch. Revlon is both donating to Rethink and giving away SkinlightsTM products to Rethink supporters.³⁴ According to the Environmental Working Group, Revlon’s Skinlights blush products contain polymethyl methacrylate, a possible human carcinogen.³⁵

4. ETHICAL FUNDRAISING AND ACCOUNTABILITY

The Canadian Centre for Philanthropy has a nonbinding Ethical Fundraising and Accountability Code that charities may adhere to.³⁶ None of the charities listed above adhere to the code, although the code does provide guidelines for dealings between charities and corporate sponsors in Canada.

The code brings up two issues. The first is from section 1 of the code: points 6 and 7 from “Donor’s Rights” that state the donor has the right to anonymity and privacy and that ‘any donor records that are maintained by the charity will be kept confidential to the greatest extent possible.’³⁷ However, section B of the code, entitled “Fundraising Practices”, point 1 indicates that “fundraising solicitations on behalf of the charity will be: truthful, accurately describe the charity’s activities and the intended use of the donated funds, and respect the dignity and privacy of those who benefit from the charity’s activities.”³⁸

Corporate involvement with breast cancer issues seems to fall into a grey area in regards to the ethics of fundraising. Are corporations private donors, or are they soliciting funds on behalf of the charity with their pink ribbon campaigning? Given that often corporations have strict confidentiality agreements with their donor charity, would they then be breaching the ethical fundraising code or falling under the donor’s privacy rights? Most corporations are not donating their own funds to breast cancer. When a consumer buys a pink ribbon endorsed product, the money is essentially moving from the consumer’s wallet, through the corporation to the charity. If money is really being donated from private consumers, and not corporations, should confidentiality agreements between corporations and charities be tolerated? Should not the fact that a corporation is advertising their involvement with a breast cancer cause by placing a pink ribbon on a product or their company logo on a breast cancer web site waive the right to donor privacy? Pink ribbon cause marketing is hardly anonymous.

5. CONCLUSIONS

Following the money consumers hand over to pink ribbon endorsed products has not revealed a direct connection between, on one end, the consumer dollar and, on the other, a fabulous breast cancer research project. Very few of the corporations looked at for this report knew of the research projects they were supporting and most corporations either did not answer questions directly or did not respond at all. Although this project does not end with concrete answers, it has raised many salient questions and revealed important concerns surrounding corporate involvement in breast cancer efforts.

Do all corporations that involve themselves with breast cancer really care about women’s health? Many of the corporations researched in this project are themselves contributors to breast cancer incidence through such practices as adding unsafe chemicals to their products or the environment or by advocating the use of internal combustion engines. Corporations should take responsibility for their environmental impact and its effects on people especially if they are cause marketing breast cancer. Should corporations be allowed to make profits from contributing to breast cancer incidence (even if indirectly)

and also to make profits through breast cancer cause marketing? In some cases, this hypocrisy makes breast cancer cause marketing seem more like damage control than philanthropy.

Where is the money really going, and are we funding the right path? Just as the basic assumption that the Halsted radical mastectomy was the best way to treat breast cancer challenged, so too the basic assumption that all breast cancer research is on the path to a cure and will herald positive and groundbreaking results must be met and challenged. This point is explained in Sharon Batt's book *Patient No More*, when she writes of some of the problems with breast cancer research and how information is filtered to the public.

“‘It just doesn't serve to rock the boat,’ said a scientist at [National Cancer Institute]. ‘Look, when you've got 10,000 radiologists and millions of dollars worth of equipment, you give radiation treatments, even if study after study shows that a lot of it does more harm than good.’ The physician-administrator said, ‘I'm convinced that for some cancers, the survival rates were better decades ago, but don't tell anyone I said that. The official line is that we're making a lot of progress.’ [David] Greenberg [a Washington-based science policy analyst] reported that his interviews pointed to this consensus: ‘there is no conscious intention to mislead the public. Rather, there is a desire to sustain public support and federal appropriations by conveying a picture of an immensely difficult problem that will slowly yield if we spend on it and work at it.’

No harm in that, Greenberg told one researcher, if it was the only way to get the necessary support.

‘There's a good deal of harm,’ the other replied, ‘because as long as the establishment is persuading the public that results are being achieved, there isn't going to be any pressure for supporting alternatives to these dead-alley lines of research that dominate the program.’”³⁹

Yes, breast cancer is a deadly disease and research into ameliorating its effects is increasingly important, but with limited resources we must be more thoughtful about what research projects receive financing. With over 30 years of the war on cancer behind us, and billions of dollars spent on research, breast cancer incidence continues to rise. Women may be living longer with the disease, but more women are getting it. Currently, research into breast cancer diagnosis and treatment is getting far more attention than breast cancer prevention, which receives less than 5% of all breast cancer research funds.⁴⁰ Changes in how the research community approaches breast cancer are long overdue.

Clear, straightforward, publicly available information regarding breast cancer cause marketing is seriously lacking. Corporations should not have to be pressured for responses to cause marketing questions from the public. Companies should make easily accessible answers readily available to anyone interested. There is a gross lack of transparency in breast cancer cause marketing in Canada.

It may seem only too easy, and it is. Supporting the breast cancer cause is not as simple as a pink hooded sweatshirt. Because breast cancer cause marketing “pinkwashes” important breast cancer issues out of sight and mind, buying into corporate breast cancer

causes can sometimes do more harm than good. We should not allow ourselves to be taken advantage of by for-profit interests.

6. WHAT CAN WE DO FROM HERE?

Here are a few ways you can take action:

- Get informed. Read the *Think Before You Pink* website, the address is provided below in Recommended Reading. Find out more about breast cancer issues and research. At the end of this report there is a recommended reading list. If something catches your attention, why not take a look?
- Ask the critical questions. If you are concerned with where your money is going when you purchase a pink ribbon product, email or telephone the corporation and ask the questions. If more and more people start demanding answers, the corporations will eventually have to respond. If you do not get the answers you are looking for, stop buying that product.
- Challenge the Company to really donate. If you belong to a corporation that does care about breast cancer, or know someone who does, challenge the corporation to make an informed and private donation that will benefit an issue that is important to the corporation and its members, rather than putting a pink ribbon on a product to increase sales.
- Talk to your friends. If you know someone who is interested in breast cancer issues, spread the word about the problems with breast cancer cause marketing.
- Support Your Cause. Instead of giving to questionable corporations for an unknown and distant breast cancer research project, why not donate that 10¢ or \$10 directly to a research project or breast cancer organization that you think is important and has meaning to you.
- Inform your Breast Cancer Foundation. If you think your breast cancer foundation is too heavily involved with questionable corporate cause marketing, why not tell them about it, and ask them some critical questions or send the charity this report.
- Get involved. If there is a local breast cancer activist group involved in the issues that interest you, seek them out and see what you can do.

7. RECOMMENDED READING

- Sharon Batt, *Patient No More: The Politics of Breast Cancer*, Charlottetown: gynergy books, 1994.
- Sharon Batt and Liza Gross, "Cancer Inc.", *Sierra Club*, 2000, (Available online at: <http://www.sierraclub.org/sierra/199909/cancer.asp>)

- Barbara Ehrenreich, “Welcome to Cancerland: A Mammogram Leads to a Cult of Pink Kitsch,” *Harper’s*, November 2001. (Available, with other relevant articles online at: <http://www.thinkbeforeyoupink.org/Pages/PressRoom.html>)
- Nancy Evans, ed., *State of the Evidence: What is the Connection Between Chemicals and Breast Cancer?*, presented by The Breast Cancer Fund and Breast Cancer Action, 2003.
- Anne S. Kasper, Susan J. Ferguson eds., *Breast Cancer: Society Shapes an Epidemic*, New York: St.Martin’s Press, 2000
- Barron H. Lerner M.D., *The Breast Cancer Wars: Hope, Fear, and the Pursuit of a Cure in Twentieth-Century America*, New York: Oxford University Press, 2001.
- Breast Cancer Action Montreal website: www.bcarn.qc.ca
- Breast Cancer Action website: www.bcaction.org
- Environmental Working Group website: www.ewg.org
- Think Before You Pink website: www.thinkbeforeyoupink.org

8. ENDNOTES

¹ Currently, one in every nine Canadian woman will be diagnosed with breast cancer in her lifetime. Breast cancer incidence in Canada has been rising. In the years 1993-1997, breast cancer incidence per 100,000 Canadians was 78.5; for the year 2000, the incidence was 81.8 per 100,000 and for 2004 breast cancer incidence has reached 106 per 100,000 population. Data gathered from “Prevalence and Incidence of Breast Cancer” from *Cure Research.Com* website. Available from http://cureresearch.com/b/breast_cancer/prevalence.htm Accessed October 5, 2004.

² “Prevalence and Incidence of Breast Cancer” from *Research Cure.Com*. Available from http://cureresearch.com/b/breast_cancer/prevalence.htm Accessed October 5, 2004

³ Commonweal is a nonprofit health and environmental research institute in Bolinas, California. Commonweal collaborated with the Environmental Working Group through their international initiative, “Collaborative on Health and the Environment” (CHE).

⁴ “Body Burden: The Pollution in People”, *Environmental Working Group*. Available from <http://www.ewg.org/reports/bodyburden/es.php> Accessed September 21, 2004.

⁵ Ibid.

⁶ Ibid.

⁷ Yalom, M., *A History of the Breast* (New York: Alfred A Knopf, 1998), 138; quoted in, Barron H. Lerner, M.D., *The Breast Cancer Wars: Hope, Fear and the Pursuit of a Cure in Twentieth-Century America*, (New York: Oxford University Press, 2001), 54-55.

⁸ “Follow the Money: An Alliance for Accountability in Breast Cancer”, *Think Before You Pink!* , Breast Cancer Action pamphlet.

⁹ “About NBCAM,” *National Breast Cancer Awareness Month*. Available from http://www.nbcam.org/about_nbcam.cfm Accessed September 16, 2004.

¹⁰ Batt, Sharon and Liza Gross, “Cancer Inc.” *Sierra Club* 2000. Article on-line. Available from <http://www.sierraclub.org/sierra/199909/cancer.asp> Accessed September 16, 2004. Note that AstraZeneca does not currently manufacture pesticides, since they were required to divest themselves of their chemical interests by the European Union.

¹¹ The Canadian Breast Cancer Foundation 2003 Annual Report, “Letter from the CEO”, p.6.

¹² “Corporate Sponsorship, *The Quebec Breast Cancer Foundation*. Available from <http://www.rubanrose.org/en/sponsors/list.html> Accessed September 21, 2004.

¹³ “About BCAM,” *Breast Cancer Action Montreal*. Available from <http://www.bcam.qc.ca/about.html>

¹⁴ “Prevention First: A Coalition of Independent Health Organizations”, *Breast Cancer Action Montreal*. Available from <http://www.bcam.qc.ca/ppf.html> Accessed September 13, 2004.

¹⁵ The founding members of Prevention First are: Boston Women's Health Book Collective (Boston), Breast Cancer Action (San Francisco), the Center for Medical Consumers (New York), DES Action (Oakland), the Massachusetts Breast Cancer Coalition, the National Women's Health Network (Washington, D.C.), the Women's Community Cancer Project (Cambridge, MA), and the Working Group on Women and Health Protection.

¹⁶ “Prevention First: A Coalition of Independent Health Organizations”, *Breast Cancer Action Montreal*. Available from <http://www.bcam.qc.ca/ppf.html> Accessed September 13, 2004.

¹⁷ “The pink ribbon has become an icon for breast cancer awareness, because pink is the quintessential color of femininity. Companies use the color pink and the pink ribbon to paint themselves as female-friendly. “Pinkwashing” is a term used critically of corporate campaigns and practices in which the sponsoring companies position themselves as leaders in the struggle to eradicate breast cancer while engaging in practices that may be contributing to rising rates of the disease.” From “Frequently Asked Questions: What is meant by ‘pinkwashing’?” *Think Before You Pink* website. Available from <http://www.thinkbeforeyoupink.org/Pages/FAQ.html#Q3> Accessed October 1, 2004.

¹⁸ “Belvedere CBCF Support Objectives”, *Belvedere International*. Available from www.belvint.com Accessed September 14, 2004.

¹⁹ The Canadian Breast Cancer Foundation website. Available from www.cbcbf.org Accessed September 14, 2004.

²⁰ “Moisturizer Products”, *Environmental Working Group*. Available from http://www.ewg.org/reports/skindeep/listproducts.php?ewg_cat=Moisturizer Accessed September 16, 2004.

²¹ Evans, Nancy, ed. “State of the Evidence: What is the Connection Between Chemicals and Breast Cancer?” (presented by The Breast Cancer Fund and Breast Cancer Action, 2003) 16,19,32. See Recommended Readings.

²² “National Run Sponsors”, *The Canadian Breast Cancer Foundation* Available from <http://www.cbcbf.org/corp/sponsors.html> Accessed September 14, 2004.

²³ “Corporate Sponsors”, *The Canadian Breast Cancer Foundation*. Available from <http://www.cbcbf.org/corp/partners.html> Accessed September 14, 2004.

²⁴ Ford Motor Company of Canada. Available through the link “2004 CIBC Run For the Cure: Click Here” from www.ford.ca Accessed September 20, 2004.

²⁵ “Skin Deep: A Safety Assessment of Ingredients in Personal Care Products” *Environmental Working Group*. Available from <http://www.ewg.org/reports/skindeep/search.php?brand=J> Accessed September 20, 2004.

²⁶ “Cook for the Cure”, *KitchenAid*. Available from www.kitchenaid-cookfortheure.ca Accessed September 15, 2004.

²⁷ “The Foundation ‘Magical Night of Fashion’” *Nygård International*. Available from <http://www3.nygard.com/corporate/untitled2.html> Accessed September 15, 2004.

²⁸ “The Buddies For Life Program”, *Nygård International*. Available from http://www3.nygard.com/corporate/buddies_for_life.html Accessed September 15, 2004.

²⁹ “Corporate Partners”, *The Canadian Breast Cancer Foundation*. Available from <http://www.cbcbf.org/corp/partners.html> Accessed September 16, 2004.

³⁰ Evans, Nancy and Andrea Ravinett Martin, “Pathways to Prevention: Eight Practical Steps – From the Personal to the Political – Toward Reducing the Risk of Breast Cancer (The Breast Cancer Fund, 2000), 25-6.

³¹ “Corporate Partners”, *The Canadian Breast Cancer Foundation*. Available from <http://www.cbcbf.org/corp/partners.html> Accessed September 16, 2004.

³² “A Source of Hope”, *Yoplait Source*. Available from www.yoplaitsource.ca Accessed September 8, 2004.

³³ This amount was taken from Loblaws/Provigo grocery store prices, September 14, 2004.

³⁴ “Partners”, *Rethink Breast Cancer*. Available from www.rethinkbreastcancer.com Accessed September 21, 2004.

³⁵ “Skin Deep: A Safety Assessment of Ingredients in Personal Care Products”, *Environmental Working Group*. Available from <http://www.ewg.org/reports/skindeep/search.php?textsearch=Revlon> Accessed September 20, 2004.

³⁶ The ethical fundraising and financial accountability code (ethical code) is a set of standards and benchmarks that enables organizations to manage their funds responsibly and report their financial affairs accurately and completely. It was created in response to growing public concern about accountability in the sector and remains the best way for a charity to assess its transparency and accountability. Any Canadian charity can adopt the code and become registered as an adherent to the code. Registered adherents are listed as an adherent on the Centre's website and promoted as responsible charities. Available from “Ethical Fundraising”, *The Canadian Centre for Philanthropy*. Available from http://www.ccp.ca/page.asp?ethical_fundraising Accessed September 20, 2004.

³⁷ “Ethical Fundraising and Financial Accountability Code” *The Canadian Centre For Philanthropy*. Available from http://www.ccp.ca/page.asp?ethical_fundraising_code_one Accessed September 20, 2004.

³⁸ Ibid.

³⁹ Batt, Sharon, "Scoops: Fear & Cheer", *Patient No More*, (Charlottetown, gynergy Books, 1994), 266-267

⁴⁰ *Breast Cancer Action Montreal*. Available from <http://www.bcam.qc.ca/index1.html> Accessed September 20, 2004.