

## Massachusetts Students Challenge National Assumptions about Breast Cancer

ROCKLAND, Mass., Feb. 17 /CSRwire/ - Students throughout Massachusetts are helping redefine the breast cancer movement. While many people think of breast cancer as corporate marketing campaigns and ribbons saturated in shades of pink, there exists a growing movement Against the Tide among students and others that challenges these assumptions. Although attention to the diagnosis and treatment is obviously necessary, this younger generation recognizes that prevention of the disease would save countless hours of expensive and trying treatments, as well as many lives. With the help of The Massachusetts Breast Cancer Coalition's (MBCC) annual Against the Tide event to be held this year in Hopkinton, MA on June 21 and in Brewster, MA on August 16, the emphasis is shifting from treatment to prevention.

MBCC's annual Against the Tide event has a reputation for inclusivity – and students of various ages are championing the cause. With the option of swimming, kayaking, walking, or running, there's a way for everyone to take on the unique cause of breast cancer prevention.

"I believe that it does not matter how old or how young you are. Anyone can make a difference," explains high school student and MBCC volunteer Charley Lei.

"These students are helping change the way people approach breast cancer," states MBCC Executive Director Cheryl Osimo. "They are our future, and it's up to us to do everything we can to ensure that this next generation doesn't have to struggle with the breast cancer epidemic we are now up against. Now is the time to shift our focus from breast cancer awareness to primary prevention."

MBCC invites students throughout the country to get involved with the Against the Tide event. Register yourself and invite your friends to do the same. You can swim, kayak, walk, or run – or do a combination of the four. There are many ways to get involved, and your energy and participation are greatly needed and valued. If you can't attend, consider making a pledge of \$10 or more to the "MBCC Breast Cancer Prevention Team."

Visit [www.mbcc.org/swim](http://www.mbcc.org/swim) today to register or make a pledge.

### About MBCC

The Massachusetts Breast Cancer Coalition (MBCC) is dedicated to preventing environmental causes of breast cancer through community education, research advocacy, and changes to public policy. For more information go to [www.mbcc.org/swim](http://www.mbcc.org/swim).

For more information, please contact:

Cheryl Osimo Executive Director

Phone: 508-246-3047