

RESOLUTION NO. ____ OF 2021

A RESOLUTION TO RECOGNIZE OCTOBER 2021 AS BREAST CANCER AWARENESS MONTH IN THE CITY OF SHREVEPORT AND TO RECOGNIZE THE REAL MEN WEAR PINK CAMPAIGN IN THEIR FIGHT AGAINST BREAST CANCER, AND TO OTHERWISE PROVIDE WITH RESPECT THERETO.

COUNCILMEMBER: GRAYSON BOUCHER

WHEREAS, October marks National Breast Cancer Awareness Month; and

WHEREAS, according to the Centers for Disease and Prevention (CDC), breast cancer is the second most common cancer among women; and

WHEREAS, increasing the public's knowledge about the importance of early detection of breast cancer diagnosis and treatment can save lives; and

WHEREAS, Breast Cancer Awareness Month is a worldwide annual campaign in October, involving thousands of organizations, to highlight the importance of breast cancer awareness, education and research; and

WHEREAS, the American Cancer Society (ACS), the nation's largest nonprofit source of cancer research funding, has teamed up with Ryan Serhant, CEO of real estate brokerage SERHANT, and Bravo TV's Million Dollar Listing star, in the fight against breast cancer; and

WHEREAS, local leaders in Northwest Louisiana are stepping up and supporting the Real Men Wear Pink (RMWP) campaign, the campaign was designed to engage more male community leaders and influencers in the ACS's mission to eliminate breast cancer; and

WHEREAS, community leaders around the nation use the power of wearing pink to draw attention to the cause, events, and social media to raise awareness and funds for the ACS's breast cancer initiatives; and

WHEREAS, due to the COVID-19 pandemic, 41% of Americans delayed medical care including their annual cancer screenings. Even before the pandemic, only 63% of women were up to date on their annual mammograms. Studies showed that black women are 40% more likely to die of breast cancer than white women; and

WHEREAS, RMWP will raise vital funds for breast cancer research, advocacy, health equity and patient support; and

WHEREAS, ACS provides innovative research, patient services, health equity, and education around screenings and risk reduction. Since its inception, RMWP has raised more than \$40 million towards the fight against breast cancer; and

WHEREAS, Breast Cancer Awareness month is an opportunity to unite all citizens in our community to prevent breast cancer deaths through increased education and regular screening.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Shreveport, acting in due, regular, and legal session convened, that the City Council hereby recognizes October 2021 as Breast Cancer Awareness Month and recognizes the Real Men Wear Pink Campaign in their fight against breast cancer.

APPROVED AS TO LEGAL FORM: