



# joint effort

Tina Brown (left) and Mary Verdugo.

## Groups Come Together to Promote Breast Cancer Awareness

**AFRICAN-AMERICAN WOMEN** have the highest breast cancer mortality rate of any racial or ethnic group, according to the U.S. Department of Health and Human Service. Among Latinas, breast cancer is the second leading cause of cancer deaths.

So why not bring these two groups together to educate the public about this deadly disease?

That's exactly what the women behind the new Pink 365 campaign did. It's run by members of Sistas of AZ, an African-American organization, and the Hispanic Outreach Alliance.

"This is the first time that Black and Latina women have come together to focus on this issue," Sistas of AZ President Tina Brown says. "We're hoping to set a trend for other issues and areas."

Organizers hope to provide resources, education, information

### **MARK YOUR CALENDARS!**

**THE 16TH ANNUAL** Susan G. Komen Phoenix Race for the Cure will be held Oct. 12 near the state Capitol. **DETAILS:** [komenphoenix.org](http://komenphoenix.org).

and free mammograms to Valley women who don't have insurance.

"(Most) Hispanic women live by the belief 'it's in God's hands,' but we want to encourage these women to take health into their own hands," says Mary Verdugo, the Hispanic Outreach Alliance leader for campaign.

The group also wants to encourage women to participate in causes such as the Susan G. Komen For the Cure Circle of Promise Campaign and Passionately Pink for the Cure, as well as increase donations.

**DETAILS:** [sistasofaz.org](http://sistasofaz.org).

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