

## FUND FOR LIVING AUTUMN IN MADRID

Madrid, the capital of Spain, is home to some of the great wonders of the art world, **Velazquez's** Las Meninas and **Goya's** History Paintings in the Prado Museum and, of course, **Picasso's** Guernica in the Reina Sofia.

In the scientific field, it also reigns as a great centre for breast cancer awareness and treatment. In 2010, BHI joined with the **Breast Pathology Center – Tejerina Foundation** to create its first Fund For Living in Spain.

**Dr. Armando Tejerina** is the Scientific Director and founder of the Breast Pathology Center of Madrid and President of the Tejerina Foundation. He has dedicated his professional career to the diagnosis and treatment of

breast pathology as well as to academic and research activity. He is considered an international medical reference in this field.

Following the same path, **Dr. Antonio Tejerina** specialized in oncologic surgery and is a member of the Breast Surgery Unit of the Breast Pathology Center – Tejerina Foundation.

He established a working bridge between these two foundations, which continues to provide the same assistance and service.

Currently, the Breast Pathology Centre - Tejerina Foundation sees approximately 50,000 patients each year and works to unite both medical and surgical technologies for the diagnosis and treatment of breast diseases.



The BHI stand at the Carrera de la Mujer

We have not only collaborated on the Fund For Living but, on **May 5, 2013**, we helped sponsor an informative stand at the 10<sup>th</sup> Anniversary of the Carrera de la Mujer, the largest women's sporting event, with more than 25,000 women participating.

This race became a place where everyone can come together in support of people with cancer.

Working with the Tejerina Foundation has not only helped many women in their time of need but has also helped educate those about the importance of breast cancer awareness.

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**Jusepe de Ribera** is one of Spain's most prolific Baroque artists. Really one of the weirdest paintings of the time, **The Bearded Lady** is seen here breast-feeding her baby and standing behind her is her husband. Her name was Magdalena Ventura and, at the age of 37, she unfortunately has a bushier beard than her husband. This picture was commissioned in 1631 by the Duke of Alcalá. If this is your thing, like the Duke, check out Juan Sánchez Cotán's La Barbuda de Peñarando



**October is Breast Cancer Awareness Month.** Of course, you know that because everywhere you look, every store, every magazine in October is chock-a-block full of pink products.

It's hard not to be cynical about the whole pink culture. Anti-pink websites have popped up, articles about pink ribbon fatigue have been written and even a movie concerning the subject was made. There is even a new term in our vocabulary, **pinkwashing**, to raise funds for a cause, specifically for breast cancer. The complaints are mainly focused on the commercialization of the breast cancer movement. But I ask you - what is the alternative?

When Breast Health International was founded in 1990, there was **no pink ribbon**, no "cause," no breast cancer awareness. Period.

Two American women were really the ones responsible

for making breast cancer a household name: First Lady Betty Ford and her fellow White House member, Second Lady Happy Rockefeller.

Just weeks after her husband took office in 1974, First Lady Ford underwent a mastectomy. She felt that there had been so much secrecy during the Nixon years that it was time to come clean about everything that went on in the White House. "When it was announced that I was in the hospital to have a biopsy and possibly surgery - a mastectomy - it came as a big shock to the press and to the country," says Mrs. Ford.

According to the New York Times, "within weeks thousands of women who had been reluctant to examine their breasts inundated cancer screening centers." Vice President Rockefeller's wife, Happy, joined in and she found out that would have to undergo a double mastectomy.

Both ladies lived long lives after their operations and

proved that one could survive a diagnosis of breast cancer. Betty Ford dying at age 93 of natural causes and Happy Rockefeller is still alive today at age 87.

Many women had suffered in silence and many children never even knew what caused their mother's death. It was a disease shrouded in embarrassment and shame that led to countless unnecessary deaths.

Still, it would take more than twenty years before the pink ribbon would become an international symbol of breast cancer survival, and **October** would be pinkwashed.

If pinkwashing means that women are getting their mammograms beginning at age 40 and the ten-year survival rate is currently 77% instead of less than 40% as it was in the mid-seventies, then it seems to me it has done more good than bad, and we should **pickwashing** as much as we can.