

Dear _____,

Out of the Shadow of Pink, A Man's Pink and *The Brandon Greening Foundation for Breast Cancer in Men* have joined forces to establish the third week of October as Male Breast Cancer Awareness Week.

In 2005 Joe Reid was diagnosed with male breast cancer. Joe had noticed the lump a few months prior to his diagnosis but, being unaware that men could develop the disease, he mistakenly assumed it was a weight lifting injury; a mistake that most likely cost him his life. By the time he sought out medical advice he was already stage IV with metastases to his bones and lungs. In 2008 the cancer spread to his brain and spinal cord and he succumbed to the disease in September 2008.

Brandon first noticed his bump in September 2007. Again, being unaware that men could develop the disease he did not seek medical advice until the bump became painful. Brandon is currently battling stage IV with metastases to his bones, liver and most recently his brain.

Very few people are aware that men can get breast cancer too. We are trying to change that misconception.

We need your support to establish the third week of October as Male Breast Cancer Awareness Week. We are asking you to issue a proclamation in support of this.

Together we will make a difference!

Sincerely,