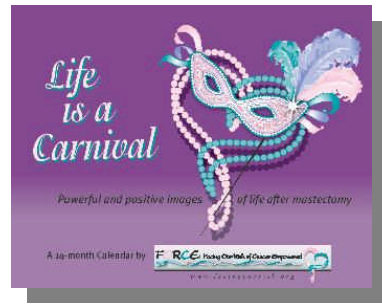


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Media kits, interview and high resolution calendar photos available.



## LIFE IS A CARNIVAL 2008 BREAST CANCER CALENDAR

### PRESS RELEASE

Hereditary cancer organization publishes calendar to show options after mastectomy

**Bold, education approach features real women wearing only Mardi Gras masks and smiles.**

Tampa, FL – Embargoed until September 18, 2007. Facing Our Risk of Cancer Empowered (FORCE), the only national nonprofit organization for families affected by hereditary breast and ovarian cancer, proudly announces “Life is a Carnival,” a bold approach to mastectomy and breast reconstruction education. The 14-month calendar features women who had breast reconstruction with implants or various tissue flap procedures, and women who chose not to reconstruct their breasts after mastectomy.

Mastectomies are performed to treat various types of breast cancer. And increasingly, more women—including very young women—with a family history of the disease are choosing preventative mastectomies to reduce their lifetime risk of developing breast cancer, which can be as high as 85 percent. With many traditional and cutting-edge reconstructive techniques available, how to proceed after mastectomy can be confusing and overwhelming. All too often, women cannot find photos that are representative of the various techniques. More than just another breast cancer calendar, “Life is a Carnival” is an educational publication that presents real-life post-mastectomy options.

“Most post-mastectomy photographs feature faceless torsos. We put faces—although festively masked—to the mastectomy and reconstruction experience,” said Sue Friedman, FORCE Executive Director. “More than just a calendar, “Life is a Carnival” is an intimate collection of real women who courageously volunteered to share their bodies and their experiences to help others understand their choices. We chose Mardi Gras as a theme because it celebrates life.

Our calendar celebrates life after mastectomy. As these photos attest, life after mastectomy— with or without reconstruction—does go on.”

For anyone considering mastectomy, “Life is a Carnival” provides a unique way to explore options, consider different techniques and make informed decisions about mastectomy and reconstruction. “Life is a Carnival” is available for individual and group sales: \$15 each or \$30 including a copy of The Breast Reconstruction Guidebook, a FORCE-recommended comprehensive resource on breast reconstruction techniques, issues and recovery. For more information or to order, visit the FORCE website ([www.facingourrisk.org](http://www.facingourrisk.org)), contact [calendar@facingourrisk.org](mailto:calendar@facingourrisk.org) or call 866-288-7475.

FORCE is the only national nonprofit organization devoted to improving the lives of individuals and families affected by hereditary breast and ovarian cancer. The FORCE community includes survivors of these cancers and women at high risk due to a genetic mutation or family history. FORCE promotes information, education and awareness through its events, programs and website ([www.facingourrisk.org](http://www.facingourrisk.org)).

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