



DR. SUSAN LOVE FOUNDATION  
for breast cancer research

# #ILOVEBeyondAwareness

## THIS OCTOBER 2020, JOIN US AS WE #LOVEBEYONDAWARENESS

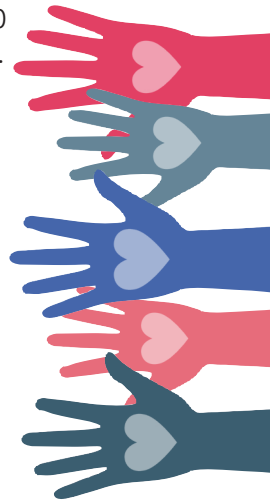
Last October, we launched our #SavetheMice campaign for Breast Cancer Awareness Month (BCAM), with the belief that if we are committed understanding the cause and prevention of breast cancer in humans, we must go beyond research conducted on mice. Not only do mice not get breast cancer naturally, they are also unable to communicate the collateral damage from treatment, so it is impossible to get the important feedback that humans can offer. When Dr. Susan Love learned from fellow researchers that they primarily studied mice because they simply could not recruit people, she took action and started the **Love Research Army**, a global database of people interested in participating in research. Because of Dr. Love's dedication to ending breast cancer through cutting-edge, collaborative research, this database has grown to over 380,000 people, helping researchers across the world recruit humans, **NOT** mice, for their studies (#SavetheMice2020).



#SavetheMice2020

This BCAM, Dr. Susan Love Foundation for Breast Cancer Research celebrates moving beyond awareness and beyond the mice. We must focus on research on **real people**, because all people can be affected by breast cancer. We are determined to lead the charge to diversify breast cancer research - inclusion of diverse participants is necessary to ensure reliable, widely applicable results. This includes diversity of race, ethnicity, socio-economic background, geography, sexual-orientation, gender, diagnosis, treatment, and surgery choices. We believe in taking action, and thinking beyond the norm - beyond awareness, beyond research in mice, beyond gender, beyond borders, and beyond race.

It's time to break down these barriers in breast cancer research and treatment and go beyond to **end breast cancer**. Join us in sharing your #lovebeyondawareness story and support our commitment to represent and advocate for everyone breast cancer affects.




**PANTONE 198 C "LOVE" Pink**

### ABOUT OUR PINK

As a breast cancer research foundation, pink is naturally one of our signature colors. However, we chose a deep, red-tone pink as opposed to the bubblegum and hot pinks seen with other breast cancer organizations. As a nonprofit committed to fighting for inclusivity and against stereotypes, the gendered concept of pink-washing conflicts with our values. Our pink is therefore complimented by blues and grays, allowing us to move past color-driven awareness campaigns and focus our efforts on life-changing research.

### ABOUT DR. SUSAN LOVE FOUNDATION FOR BREAST CANCER RESEARCH

Dr. Susan Love Foundation for Breast Cancer Research challenges the status quo to end breast cancer and improve the lives of people impacted by it now through education and advocacy. The Foundation drives collaborative, cutting-edge research with nontraditional partners, brings to light the collateral damage of treatment and seeks ways to diminish it, and interprets science to empower patients. Fast, flexible, and project-based, the Foundation actively engages the public in scientific research to ensure that it produces accurate and meaningful results.

### ABOUT OUR SIGNATURE PROGRAM

The **Love Research Army**, the signature program of the Foundation, is committed to encouraging and facilitating breast cancer research in all people, regardless of age, race, gender, sexual identity, with or without a breast cancer diagnosis. We combat the disparities that exist in research by challenging the scientific community to launch studies that are as inclusive and diverse as the people that breast cancer affects.



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