



## A Deadline

# The End of Breast Cancer: January 1, 2020

It's time to end breast cancer.

The National Breast Cancer Coalition has given up hope as a strategy to end breast cancer and launched **Breast Cancer Deadline 2020**<sup>®</sup>, a call to action for policymakers, researchers, breast cancer advocates and other stakeholders to end the disease by January 1, 2020.

The National Breast Cancer Coalition is counting down the days, hours, minutes and seconds to the end of breast cancer—January 1, 2020. The numbers on our clock are much more than time ticking by. They are a visible declaration that we are fighting for real peoples' lives.

**Why a deadline?** Because in 2011, nearly 40,000 women will die of breast cancer in the U.S.; it will take the lives of almost 500,000 women worldwide. Our nation has invested billions of dollars in breast cancer research and technology, yet the statistics have not changed significantly over the past decades. Our investments have brought us to the point where we have the knowledge, technology and tools to make a real difference. It's time to leverage those investments to end this disease.

Every 14 minutes, someone in our country dies from breast cancer. The names and faces on our clock inspire our work. Some are women, men and family members we've lost. Some are our loved ones we don't want to lose. Many are our advocates who have been affected by the disease and are fighting. Others are our supporters who have been inspired by **Breast Cancer Deadline 2020**<sup>®</sup>.

Breast cancer is on the clock at last.

## Are you with us?



P 202.296.7477 | F 202.265.6854 | [BreastCancerDeadline2020.org](http://BreastCancerDeadline2020.org)

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