



**FOR IMMEDIATE RELEASE**

October 9, 2015

**Media Contact:**

Kathy Wade, Co-Chair, Communications  
The Links, Incorporated  
(513) 518-7228 Cell/Text  
linkkwade@yahoo.com

**The Links, Incorporated Presents '31 Days of Survivorship: I Am A Survivor' Breast Cancer Awareness Campaign**

***Members Stories Encourage, Educate, Empower and Engage Communities to Save Lives***

**WASHINGTON** -- During the month of October, The Links, Incorporated is sharing *31 Days of Survivorship; I am a Survivor* stories on social media from its members in recognition of Breast Cancer Awareness Month. The series features inspiring stories to encourage every woman to monitor the status of her breasts monthly and follow the guidance of doctors regarding the frequency and method of testing, which is vital for survival.

Glenda Newell-Harris, M.D., the national president and the first physician to lead the almost 70 year old organization, stated, "While significant progress has been made against the disease, we have a long way to go. The good news is that when discovered early, breast cancer has a great prognosis for countless women; however, African-American women are still being diagnosed later in life and identified as having more aggressive stages of this form of cancer." She continued, "Breast cancer is the most common cancer among African-American women and is also the second leading cause of cancer deaths among our women. We must continue to make breast health a priority in our lives and in the lives of our mothers, daughters, grandmothers, aunts, godmothers, sisters and sister-friends."

Daily throughout October, The Links, Incorporated members along with family and friends are sharing their pictures of being survivors and thrivers on Twitter, Facebook and Instagram using the hashtag #Links31Days. The campaign addresses the stigma that is often associated with cancer, which is still prevalent in the African-African community. The stories give a visual for women of color, especially African-American women, in the media who are often left out of marketing campaigns or mainstream news.

--more--

**The Links, Incorporated, 31 Days of Survivorship Social Media Series**  
**Page 2**

Dr. Jasmine Bowers, The Links, Incorporated's National Breast Health Initiative chair, stated, "Although African-American women have a lower incidence rate of breast cancer as compared to white women, we have a higher death rate for breast cancer, compared to white women. We must look for more and more innovative outreach to the women in our community. We are harnessing the power of social media for The Links, Incorporated to educate, empower and engage our community to help save lives."

Breast cancer survivors are invited to post and tag their photos on Facebook, Twitter, and Instagram, #Links31Days, to remind us to participate in our biennium theme "***Building A Healthy Legacy: Our Prescription for the Future***".

**About The Links, Incorporated**

Established in 1946 by a circle of nine friends in Philadelphia, Pennsylvania, The Links, Incorporated is a premier international, non-profit volunteer service organization. Built upon a legacy of friends and providing service that changes lives, the organization is committed enriching, sustaining and ensuring the cultural and economic survival of African Americans and other persons of African ancestry. Celebrating 69 years, the friendship chain has grown to nearly 14,000 professional women of color in 281 chapters located in 41 states, the District of Columbia, and the Commonwealth of the Bahamas. Its legacy of friends providing service that changes lives, established by the original circle of nine friends in Philadelphia, Pennsylvania in 1946, is alive and well.

Dedicated to its mission of service and leadership, The Links, Incorporated's members are corporate and civic leaders; lawmakers and judiciary; medical and healthcare providers; role models, mentors, activists and volunteers working tirelessly at the forefront of transforming communities of color. Working closely with sponsors, partners and supporters, The Links, Incorporated develops and implements transformational programming impacting lives in communities of color.

The key programming initiatives of The Links, Incorporated are organized into facets: Services to Youth, The Arts, National Trends and Services, International Trends and Services, and Health and Human Services. Amassing more than 5 million service hours to date, The Links, Incorporated's members regularly contribute more than 500,000 documented service hours annually in their respective communities through various programs.

The Links Foundation, Incorporated, the philanthropic arm of The Links, Incorporated established in 1979, has made more than \$25 million in charitable contributions. The organization is the recipient of awards from the UN Association of New York and the Leon H. Sullivan Foundation for its premier programs.

The Links, Incorporated: *"Linked in Friendship, Connected in Service."* For more information, visit [www.linksinc.org](http://www.linksinc.org).

####

To arrange interviews or photographs please contact Kathy Wade, Communication co-chair, 513.518.7228 Cell/Text, [linkkwade@yahoo.com](mailto:linkkwade@yahoo.com).