



TEXAS TECH UNIVERSITY
Division of Institutional Diversity, Equity & Community Engagement

Women's Studies Program

The Women's Studies Program presents
Guest Scholar Dr. Gayle Sulik to speak at
Texas Tech University

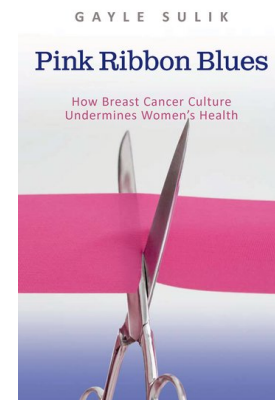


Save the date!

October 17, 2013

Human Sciences Bldg. 169

6:00 p.m. - 8:00 p.m.



The Women's Studies Program is delighted to announce we are the recipient of the Sociologist for Women in Society distinguished lecture award for the Fall 2013. Our guest scholar is Dr. Gayle Sulik, M.A., Ph.D, a social science researcher and writer affiliated with the University at Albany (SUNY) Department of Women's Studies and author of the book "Pink Ribbon Blues: How Breast Cancer Culture Undermines Women's Health".

In her awarding winning book, medical sociologist Gayle A. Sulik reveals the hidden costs of the pink ribbon as an industry, one in which breast cancer functions as a brand name with a pink ribbon logo. Based on historical and ethnographic research, analysis of awareness campaigns and advertisements, and hundreds of interviews, *Pink Ribbon Blues* shows that while millions walk, run, and purchase products for a cure, cancer rates continue to rise, and breast cancer is stigmatized anew for those who reject the pink ribbon model. Even as Sulik points out the flaws of "pink ribbon culture," she outlines the positives and offers alternatives.



<https://www.facebook.com/groups/womens.studies>



@TTUWSP

Texas Tech University

<http://www.depts.ttu.edu/wstudies>

806.742.4335