



PROCLAMATION

**BREAST CANCER
AWARENESS MONTH
OCTOBER 2024**

WHEREAS, National Breast Cancer Awareness Month, observed annually in October, is a nationwide campaign to increase public awareness of breast cancer, educate the public about early detection and regular screenings, and to promote research for better treatments and a cure; and

WHEREAS, breast cancer is the most commonly diagnosed cancer among women, and while a family history of breast cancer is a risk factor, the overwhelming majority of women diagnosed with breast cancer have no family history of the disease; and

WHEREAS, breast cancer can be diagnosed in women—and less frequently in men—of all ages, ethnicities, and socioeconomic backgrounds, it is imperative that early detection and heightened awareness remain central to our efforts in combating this disease

WHEREAS, although some progress has been made in the fight to combat breast cancer, the battle for a cure is far from over, meaning there is still a great need for widespread outreach, increased awareness, and accessible resources for all; and

"WHEREAS, the City of Santa Barbara proudly joins communities nationwide this October to celebrate breast cancer survivors, support those currently battling the disease, honor the many lives lost, recognize the families affected, and admire the medical professionals and researchers dedicated to aiding those with breast cancer and striving for a cure.

NOW, THEREFORE, I, RANDY ROWSE, by virtue of the authority vested in me as Mayor of the City of Santa Barbara, do hereby proclaim **October 2024** as **BREAST CANCER AWARENESS MONTH** in Santa Barbara.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Official Seal of the City of Santa Barbara, California, to be affixed this 1st day of October, 2024.


MAYOR RANDY ROWSE

