



Men Can Get Breast Cancer, Too: One Nonprofit is Showing Men How to Recognize the Symptoms

HIS Breast Cancer Awareness launches a nationwide initiative with Calvin Klein and Nike to tell the silent story of male breast cancer.



HONEOYE FALLS, N.Y., July 21, 2019 – Harvey Singer was just as shocked as most to hear his diagnosis when the doctor informed him it was breast cancer. His diagnosis inspired him to start HIS Breast Cancer Awareness. The nonprofit is working with Nike and Calvin Klein to launch an all-pink clothing line, “Power of Pink,” to remind men that they can get breast cancer too.

“Why me?” is the first thing Singer wanted to ask, but instead he turned to research and was stunned with the lack of information available. Even Singer’s longtime doctor blurted “How is that possible?” before promptly catching himself.

More than 2,000 men are diagnosed with breast cancer every year, so where is the urgency for men to be aware of the early signs and symptoms? The five-year survival rate for men diagnosed with stage 0 or 1 breast cancer is 100 percent.

The “Power of Pink” initiative will bring pop-up shops to several big cities across the U.S., including New York, Atlanta, Miami and Los Angeles. Entry is free, and guests may visit the pop-up shops to purchase pieces from the pink line as well as talk with “Power of Pink” staff about how male breast cancer works and how to recognize it early.

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The collection will feature t-shirts, socks and undergarments with the “Power of Pink” logo in hopes of drawing attention to the initiative, and 85 percent of proceeds will go directly to HIS Breast Cancer Awareness.

The “Power of Pink” is challenging men across the nation to schedule mammograms and self-examine for breast cancer. HIS Breast Cancer hopes to increase early diagnosis of stages 0 to 1 in men by 70 percent by 2020.

When Gary Wolf was confronted with breast cancer, the women in his life had no trouble finding information, yet he felt like he had no part in the conversation.

“Without this organization, I would’ve been lost in a disease for women with no support, no guidance and nobody to tell me how to deal with it,” Wolf said. “The Power of Pink is on the verge of something incredible. It’s what saved my life. It could be yours next.”

About His Breast Cancer Awareness

HIS Breast Cancer Awareness is a 501(C)3 nonprofit, set on spreading awareness and offering insight and education on male breast cancer to the world. Founded by two breast cancer survivors – Vicki Wolf and Harvey Singer – they are here to educate, inform, bring awareness, teach prevention and assist if you have been diagnosed with breast cancer. They need your support to help spread awareness and raise money to help cure breast cancer. For more information on how to get involved, visit <http://www.hisbreastcancer.org>.

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