



MEDIA INTERVIEW BRIEF

DETAILS:

Wednesday, March 13 promptly at 12:50 p.m.

Fox Television Studios, 205 E 67th St New York, NY 10065

LIVE interview

Free parking is available in the lot on the corner of 2nd Avenue and E 68th Street, just obtain a visitor pass from the receptionist on the ground floor of Fox 5 Studios

<i>Key Messages</i>	<ol style="list-style-type: none">1. Men need to know they can get breast cancer too<ul style="list-style-type: none">o Less research in male breast cancer means a lack of information and, in this case, knowledge is powero How can they look out for it if they don't even know that they should be?2. Early detection in breast cancer could make the difference between life and death<ul style="list-style-type: none">o Stage 0-1 diagnosis has a 100 percent survival rateo Stage 4-5 only has a 25 percent chance of surviving past 5 years<ul style="list-style-type: none">▪ Wouldn't you like the greater odds?3. The Power of Pink initiative is sparking conversation to share each other's stories and raising money to go directly toward increasing public awareness and research<ul style="list-style-type: none">o All genders should know how to look early for early signs of breast cancer
<i>Goals</i>	<ul style="list-style-type: none">• To get rid of the idea that men can't get breast cancer by sharing real stories• To share information on how to effectively self-examine for early signs of breast cancer• To persuade people to get involved through visiting the "Power of Pink" pop-up shops or donating directly through the website
<i>About the Opportunity</i>	This feature story was picked up by Fox News from a pitch sent directly to the reporter. The goal is 3 to 5 minutes of air time to discuss what the "Power of Pink" is doing to support male breast cancer.

<p><i>About the Interviewer</i></p>	<p>Alexandria Hein Health Reporter at Fox 5 TV (222) 538-9486 alexandriahein@fox5ny.com @Ahlex3889</p>  <p>Alexandria Hein covers news and feature stories on consumer health and awareness. Some of her most recent coverage includes...</p> <ul style="list-style-type: none"> ○ “Oregon freshman dies from flu-related illness, school says” ○ “Pancreatic cancer survivor pens open letter to ‘Jeopardy!’ host Alex Trebek: ‘Go kick cancer’s butt’” ○ “Officials confirm 16 cases of mumps at Temple University”
<p><i>About the Media Outlet</i></p>	<p>Fox News @Fox5NY http://www.fox5ny.com</p> <p>A top five-cable network, FOX News Channel has been the most watched news channel in the country for 17 consecutive years. Its distribution reaches nearly 90 million subscribers. As the headquarters of all FOX News bureaus, the New York station (or WNYW) reports on local news as well as on important national coverage. Its audience tends to land on a more conservative scale of the political spectrum. According to Ad Week, its target public is men and women above the age of 45, with the median age being 60. According to Newsweek, its audience is primarily white.</p>
<p><i>Q&A</i></p>	<ol style="list-style-type: none"> 1. If you look at the numbers and research in the world of breast cancer, it seems like the number of males actually being diagnosed with breast cancer is relatively small. We usually think of breast cancer awareness in terms of women. How big of an issue really is this? <ol style="list-style-type: none"> a. Breast cancer awareness is usually marketing in the media to women, hence the heavy motif of pink. That's why what we're doing with the “Power of Pink” is so important. This initiative is sharing the stories of real

people who've been touched by male breast cancer, whether it's a spouse, a sibling or a survivor. The most important number to remember is that 100 percent survival rate when caught early. The goal is to increase public awareness so early detection can rise. Even if we save one life with what we're doing here, that's enough to make it worth it.

2. I know we've discussed the lack of research and resources available in male breast cancer. Where is the research behind your initiative coming from? How can we trust it?
 - a. HIS Breast Cancer Awareness has its own staff of licensed doctors and oncologists researching the way the male body reacts to cancer cells differently than the female body. For example, where a mastectomy is an option to women diagnosed with breast cancer, there usually is not enough skin and fat surrounding the male breast tissue to make this a feasible choice for most men. We are simply trying to find the most effective way treat the differences in breast cancer between genders. Everybody deserves a fair chance.
3. What do you think about the future of breast cancer? Let's say, for example, HIS Breast Cancer's research going into this initiative is able to find the cure for breast cancer, even in late diagnosis. Is this something you might be able to promise your audience in the near future?
 - a. A fool-proof cure is not something that could ever be promised because sometimes the human body is simply unpredictable, but it certainly is something to strive for. Cancer is such an unnecessary evil that can change your life forever, and you never think it's going to happen to you until it does. The number one goal of the "Power of Pink" is to help as many people as we can.