



Pink Ribbons, Inc.

By putting a warm and fuzzy spin (pink-themed walk-a-thons and rose-lit monuments) on the state of breast cancer, we are distracted from some very ugly facts. The incidence is rising rapidly, but no one really knows what causes it. The leading foundations funding research are peopled by representatives of the chemical, pharmaceutical and energy industries, so their motivations are inherently compromised.

In a stunning documentary debut, veteran Quebec director Léa Pool mounts an eloquent and alarming argument that the massive pink-ribbon campaign is tainted by a malignant breed of corporate opportunism.

Pool balances scenes of pink-hued rallies with scathing interviews by experts (including authors Dr. Susan Love, Barbara Ehrenreich and Samantha King, who wrote one of the first studies of the “industry”) as well as people who know how to spin their company line. Even as corporations continue to contribute to the possible causes of cancer, they make PR hay with pink products and promotions, creating a “pink-washed” distraction from what are probably the environmental causes of breast cancer. Whether you agree with the film or not, it is one we all need to see.

Showing with *Falling from the Sky*, by Moira Simpson; filmmaker in attendance (6 min.)

2011
Canada

Director & Writer:
Léa Pool

Producer: Ravida Din

Co-writers: Patricia Kearns & Nancy Guerin

Editor: Oana Suteu

Official Website:
<http://www.onf-nfb.gc.ca/eng/collection/film/?id=57943>

POWELL RIVER
**FILM
FESTIVAL**

Tel.: 604 485 0325
info@prfilmfestival.ca
www.prfilmfestival.ca

Evergreen Theatre

**Saturday, Feb. 18
10 am**

**Students/Seniors \$6
Regular Price \$8**

Duration: 98 min.