

## PINK SARI PROJECT KEY MESSAGES

- 1 out of 8 women will develop breast cancer in their lifetime.
- 9 out of 10 women with breast cancer do not have a family history.
- Early detection increases survival from breast cancer.
- Breast screening can find cancers before they can be felt or noticed.
- Call **13 20 50** to book your free mammogram.
- 20 minutes every two years could save a woman's life.
- Indian and Sri Lankan women (aged 50-74) in NSW have one of the lowest rates of participation in the BreastScreen NSW program.
- Community leaders, media and stakeholder organisations have a role to play in helping improve screening rates for women from the Sri Lankan and Indian communities in NSW.
- "The Pink Sari Project" [www.pinksariproject.org](http://www.pinksariproject.org) is an initiative that aims to bring together everyone interested in promoting breast screening in the Indian and Sri Lankan communities of NSW.