We have never had a deadline for the end of breast cancer. Think about that for a moment. It’s not that we tried and it failed. We’ve never tried. We have never had one. No dates. No goal. No rush. Nothing to hold ourselves accountable to. No one on the hook. No reputations at stake. Is it any wonder we haven’t ended it? How can we possibly achieve a goal if we don’t have one?

We’re giving up hope. For years the context of the breast cancer battle has been hope. For decades, the lives of our daughters, mothers, and friends have been in the hands of hope. For years the context of the breast cancer battle has been hope. For decades, the lives of our daughters, mothers, and friends have been in the hands of hope. Hope says whenever. This deadline says within ten years. What if we fail? We already have. Isn’t ten years too short? We ended polio in seven.

The National Breast Cancer Coalition
Who are we? The National Breast Cancer Coalition. Hundreds of groups under one umbrella dedicated to advocacy in action to end breast cancer. Since 1991, we brought about more funding for breast cancer research than anyone. We empower women and men to overcome how dollars are spent. We created a system of access to care for underserved women with breast and cervical cancer. But it is not enough.

But consoled by hope, we keep giving breast cancer more time. No more. Today we are giving up hope. It’s the most optimistic step ever taken in the history of breast cancer.

It’s Time for a Date
Today we set a goal. Today we set a deadline. January 1, 2020. The end of breast cancer. Hope is a wish. A deadline is a commitment. Hope says whenever. This deadline says within ten years.

A Deadline Changes Everything
It’s time for a single-minded, impassioned, consolidated, global conversation undertaken with the highest possible purpose.

Today new words get spoken. New thoughts get thought. This context changes. From hope to January 1, 2020. That date changes everything. No experiment, no charity, no lab, no doubt, no promise, no critic; no words of research can occur outside of its context.

Are You With Us?
Join us. Go to our website now and get started learning about what you can do to get engaged, beginning with spreading the word.

This will be one of the most difficult, most challenging things any of us has ever attempted. Our loved ones deserve nothing less. 2020. The end of breast cancer. It’s time. This is serious. This is real. Are you with us?

BreastCancerDeadline2020.org

A deadline.