

## End Justifies the Means?

October was Breast Cancer Awareness month, of course.

So, it's not surprising that many things around town were adorned with a splash of pink. Football players wore pink, some died their hair pink and Facebook profiles were changed to reflect the month. I had a friend who died his goatee pink. I'll actually be attending a fundraiser this weekend and purchased a gorgeous pink ceramic ring with the proceeds going to breast cancer research.

Mostly everything was cute and done with a playful spirit. Most people who participated were doing so in observance of the hope for additional cancer research and in support of those who have battled it. However, when my step-son started talking about a "Boobs Rock" t-shirt a local radio station sold, it got me thinking. I had similar thoughts when I saw the "I love Boobies" bracelets and shirts people wore.

I didn't have a problem with adults wearing these items--especially considering that the money from those items went directly towards breast cancer research, but I was conflicted with minors wearing them. Just because the money goes towards funding research, does the 'end justify the means'?

What is the motivation behind wearing these things? Where do their hearts lie? Are they really trying to raise awareness about breast cancer? Do they even know *why* their wearing those?

I actually get somewhat offended when I see a teen wearing those. Having had both grandmothers die from breast cancer and having had many friends affected by it, I want to ask those teens why they're wearing the bracelets. Do those teens have any idea that Breast Cancer is the 2<sup>nd</sup> leading cause of cancer-related deaths next to Lung Cancer? Or are they just intrigued by the ability to wear a sexually-suggestive word? Why are there more teens wearing those bracelets compared to the "Save the Ta-Tas" products? "Ta-ta" tends to be less recognized as an abrasive term from what I've seen from people's reactions.

According to the foundation's website, they say the products give young people the ability to "be activists, to play a part of a bigger and better good." They also say that "It takes a uniquely strong and well-informed person to participate in the "I Love Boobies" Campaign, someone eager and able to engage in conversation. The campaign allows young people impacted by breast cancer [to] get a chance to express their inner feelings, make connections with others and learn coping strategies helpful to them and their loved ones."

They further explain the impact of the products by saying, "By wearing a "I Love Boobies!" bracelet or "I Love Boobies!" shirt you are proclaiming, "I love my boobies, and I choose to take care of them!""

If that's the case, why are there guys wearing the bracelets?

I know MANY are wearing it for the right reasons, but why does it have to be *that* word? Why couldn't they stick with the original verbiage: "Keep-A-Breast" (of the disease, research...)? You have to admit, that's kind of cute.

For those who originally bought the items just for the ability to wear the word; has it actually raised awareness?

I'm not trying to pick on the foundation and I don't have a problem with adults adorning the saying. I certainly appreciate what the foundation is trying to achieve, but I just wish there was more education involved when someone who purchases such a product.

Am I being overly sensitive by thinking it's somewhat sexually suggestive? What are your thoughts? Do you wear "I love boobies?" Why did you purchase it? Would you let your kids wear them?