

FOR IMMEDIATE RELEASE

For more information contact:
Brooke Miller, A Breath of Hope Lung Foundation
Phone: 952.807.3419
Email: Brooke@ABreathofHope.org

Announcing Faces of Lung Cancer Video Series: Part 1 - Women and Lung Cancer

October 16, 2019 (WAYZATA, MN) – Lung cancer is the number one cancer killer in the U.S. and claims more lives than colon, breast and prostate cancers combined. While nationally, there has been a decrease in lung cancer incidence overall, lung cancer diagnoses among women are on the rise. In fact, lung cancer kills twice as many women as breast cancer annually in the U.S. It is critical that women educate themselves about the many risk factors associated with lung cancer - other than smoking.

A Breath of Hope Lung Foundation is launching a new video series: *The Faces of Lung Cancer*. The first video in the series, "[Women and Lung Cancer](#)," showcases 11, nonsmoking, Minnesota women that have been diagnosed with lung cancer. This video hits home with a powerful message for women during Breast Cancer Awareness Month.

"The face of lung cancer is changing. When you think about who gets lung cancer, most people picture an older individual that is a heavy smoker, but that isn't always the case," said A Breath of Hope Lung Foundation's Executive Director, Nancy Torrison. "A Breath of Hope has chosen to share this visual representation of those currently fighting the disease to change how people think about lung cancer. We hope people see themselves, their mother, their sister or their daughter in this first, women-only video."

Later this year, A Breath of Hope will be launching two additional videos, and 16 individual patient story videos. All these stories will play a role in educating the public about some of the surprising facts about lung cancer, symptoms and risk factors to be aware of, as well as some of the inequities associated with this disease. Be sure to follow [A Breath of Hope Lung Foundation on Facebook](#) or [Abreathofhope.org](#), and keep an eye out for the next video in the *Faces of Lung Cancer* series, launching in early November in honor of Lung Cancer Awareness Month (LCAM).

A Breath of Hope Lung Foundation is a 501 (c)(3) nonprofit organization dedicated to defeating lung cancer and bringing hope. A Breath of Hope's Mission is to fight lung cancer by funding innovative research, educating the public for improved disease awareness, and supporting patients and caregivers on the path to survivorship.