



AMERICAN SOCIETY OF
PLASTIC SURGEONS*

American Society of Plastic Surgeons Closes Loop on Breast Cancer During First BRA Day USA, October 17

Board-Certified Plastic Surgeons, Singer-Songwriter Jewel and Supporters Across the Country Unite to Educate Women about Breast Reconstruction

FOR IMMEDIATE RELEASE

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ARLINGTON HEIGHTS, Ill. – On October 17, the [American Society of Plastic Surgeons](#) (ASPS) and [The Plastic Surgery Foundation](#) (The PSF) will launch the first-ever [Breast Reconstruction Awareness \(BRA\) Day USA](#), leading the charge to promote education, awareness and access to breast reconstruction following mastectomy or lumpectomy.

The statistics are alarming: **7 out of 10 women eligible for breast reconstruction following cancer surgery are not being informed of their options.** Studies have also revealed:

- Eighty-nine percent of women want to see what breast reconstruction surgery results would look like before undergoing treatment for breast cancer.
- Less than a quarter (23 percent) of women know the wide range of breast reconstruction options available.
- Only 22 percent of women are familiar with the quality of outcomes that can be expected.
- Only 19 percent of women understand that the timing of their treatment for breast cancer and the timing of their decision to undergo reconstruction greatly impacts their options and results.

“We want to bring the topic of breast reconstruction into the larger breast cancer dialogue,” said ASPS President Malcolm Z. Roth, MD. “Letting women know their reconstruction options before or at the time of diagnosis is critically important to improving life after breast cancer. BRA Day USA is all about inspiring women who are on the road to recovery to a full life beyond breast cancer.”

This year, the U.S. and more than 20 other countries will join an international effort to close the loop on breast cancer, to ensure that all patients are fully informed of their surgical options and supported by a team of medical professionals working together for the patient’s best interest. Here in the U.S., supporters and survivors are planning more than [80 BRA Day USA events](#) across the country in cities including New York, Chicago, Miami and Los Angeles.

BRA Day USA officially kicks off in **New Orleans** with a flash mob and landmark “Show & Tell” event at the [Center for Restorative Breast Surgery](#) (CRBS). Here, women will put a spotlight on breast reconstruction options in a big way, sharing their personal results with fellow breast cancer patients. The schedule of events is as follows:

- **10:00 a.m. press conference at CRBS featuring local dignitaries, Dr. Roth, and PSF President Michael Neumeister, MD**
- **10:45 a.m. flash mob in front of CRBS**
- **3:00 p.m. Show & Tell**
- **Evening pink lighting of the Superdome**

Singer-songwriter and breast cancer advocate Jewel is lending her time and talent to the campaign, serving as BRA Day USA’s national spokesperson over the next two years. She has written a song, [“Flower”](#) for breast cancer patients. Proceeds will be donated to the Breast Reconstruction Awareness Fund of The PSF and be used to support national and local breast reconstruction organizations. Jewel also filmed a series of [public service announcement videos](#), which will air over the course of the next two years, discussing why all women should know their breast reconstruction options.

Those who can’t attend a local BRA Day USA event can get involved in the following ways:

- Join nationally renowned ASPS Member Surgeon Frank DellaCroce, MD, for a [Twitter](#) chat on October 15 at 8 p.m. EDT when he will answer important questions about breast reconstruction. Join in using #BRADaychat.
- Join *Redbook* magazine, ASPS Member Surgeon Ron Israeli, MD, and his breast reconstruction patient, author and non-profit founder Gina Maisano for a [Facebook chat](#) on October 17 at 2 p.m. EDT.
- Purchase Jewel’s song “Flower” on [iTunes](#).
- Visit [BRADayUSA.org](#) to donate.
- Follow BRA Day USA on [Facebook](#) and [Twitter](#) (@BRADayUSA) for the latest news on BRA Day USA, educational

information, upcoming Twitter party news, details on events, and more.

It's time to *close the loop* on breast cancer.

About ASPS and The PSF

The American Society of Plastic Surgeons (ASPS) is the largest plastic surgery specialty organization in the world. Founded in 1931, the society is composed of board-certified plastic surgeons that perform cosmetic and reconstructive surgery. The mission of ASPS is to advance quality care to plastic surgery patients by encouraging high standards of training, ethics, physician practice and research in plastic surgery. The Society advocates for patient safety, such as requiring its members to operate in accredited surgical facilities that have passed rigorous external review of equipment and staffing.

ASPS works in concert with The Plastic Surgery Foundation (The PSF), founded in 1948, which supports research, international volunteer programs and visiting professor programs. The foundation's mission is to improve the quality of life of patients through research and development. The PSF accomplishes its mission by providing invaluable support to the research of plastic surgery sciences through a variety of grant programs.

About Jewel

Jewel is an acclaimed American singer, songwriter, actress, poet, painter, philanthropist and daughter to an Alaskan cowboy singer-songwriter. Her first record, a deeply introspective, modern folk collection called *Pieces of You*, launched a career touring with and opening for the likes of Bob Dylan, Merle Haggard, and Neil Young. She followed up her debut album with a succession of albums that steadily built her reputation and fan base: *Spirit* (1998), *This Way* (2001), and *0304* (2003). After a tremendous amount of success as a singer-songwriter and over 27 million albums sold, Jewel returned to her roots with the release of two country albums *Perfectly Clear* (June 2008), and *Sweet and Wild* (June 2010) and two children's albums *Lullaby* (May 2009) and *The Merry Goes 'Round* (August 2011). In September of this year Jewel will release her second children's book titled "That's What I'd Do." Also a *New York Times* bestselling poet, Jewel is a staple on television, having hosted reality show *Nashville Star* and garnering guest spots on *The Voice*, numerous talk shows, *Saturday Night Live*, and *Mad TV*. Also near and dear to Jewel's heart are her charitable efforts, including breast cancer awareness initiatives and the organization Project Clean Water, which she founded in 1997. Jewel currently lives on a working ranch in Stephenville, Texas with her husband, World Champion bull-riding superstar, Ty Murray and their son.

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Contact: LaSandra Cooper or Marie Grimaldi
American Society of Plastic Surgeons
847-228-9900
media@plasticsurgery.org
www.plasticsurgery.org