



# FIRST RUN FEATURES PRESENTS



**“This could be the most important documentary of the year. Forget that: of the decade.”** -James van Maanen, TRUST MOVIES

**“CRITIC’S PICK!  
Uncannily prescient  
and enduringly  
timely.”**

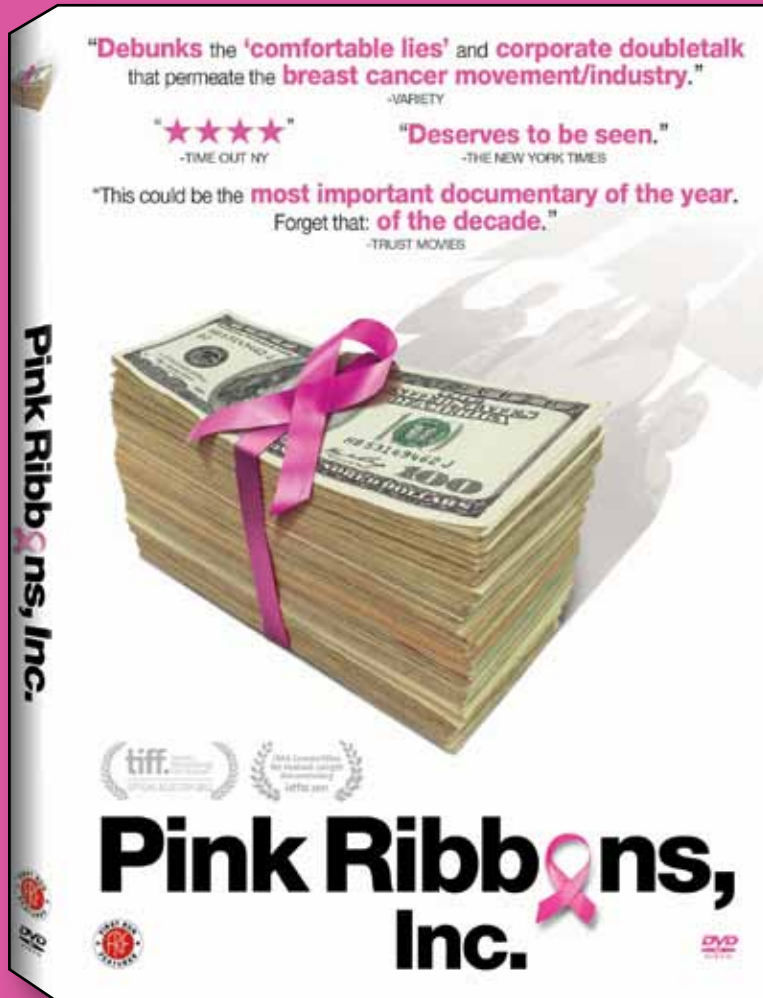
-Ann Hornaday,  
THE WASHINGTON POST

**“CRITIC’S PICK!  
A deliberate and  
incisive case against  
big philanthropy’s  
coziness with  
corporate  
objectives.”**

-Joe Warminsky,  
WASHINGTON CITY PAPER

**“Thought-provoking  
at every turn...  
an enraging portrait  
of how easily good  
causes can get  
corrupted.”**

-Tim Grierson,  
BACKSTAGE MAGAZINE



**“REVELATORY...  
deserves to be seen.”**

-Jeannette Catsoulis,  
THE NEW YORK TIMES

**“★★★★ Powerful...  
Enlightening.”**

-Andrew Schenker, TIME OUT NY

**“PROVOCATIVE.  
Argues persuasively  
that much of what  
we’re currently doing  
to fight breast  
cancer is feel-good  
nonsense or worse.”**

-John DeFore,  
THE HOLLYWOOD REPORTER

**“A stinging  
indictment and  
trenchant critique  
of breast cancer  
‘culture’.”**

-Mindy Farabee,  
LOS ANGELES TIMES



Pink ribbons...they're everywhere: tee-shirts, hats, yogurt cups, KFC buckets, car ads, NFL stadiums...the list goes on and on. They make us feel good, as if we're all engaged in a successful battle against breast cancer.

But who is really benefiting? After all, more and more women are diagnosed with breast cancer every year. Maybe it's the companies who wrap their products in pink to gain our admiration (and money)... and wouldn't it be something if some of the very companies that profit from their pink marketing campaigns have actually contributed to the breast cancer epidemic by selling known carcinogens?

*Pink Ribbons, Inc.* goes inside the story to reveal those who have co-opted what marketing experts have labeled a “dream cause.”



**2012 THEATRICAL RELEASE**

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