

**SAMPLE NEWSLETTER ARTICLE**  
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**ADVOCATES LAUNCH GLOBAL PEARL OF WISDOM™ CAMPAIGN  
TO PREVENT CERVICAL CANCER**

January is Cervical Cancer Awareness Month and advocacy groups across the United States and Europe are partnering in a new, united effort to prevent cervical cancer worldwide. The *Pearl of Wisdom Campaign to Prevent Cervical Cancer* ([www.PearlofWisdom.us](http://www.PearlofWisdom.us)) will raise awareness of cervical cancer, encourage women to take advantage of the means that are now available to prevent it, and work to make sure these methods are accessible to girls and women around the globe – particularly to the underserved populations that have higher rates of cervical cancer.

The campaign promotes the Pearl of Wisdom as the global symbol for cervical cancer prevention and helps participants unite behind a core set of messages:

- Cervical cancer is the second most common cancer in women worldwide. In the U.S., 11,070 women will have been diagnosed with cervical cancer and 3,870 will have died from it in 2008.
- Cervical cancer can be prevented using the Pap test, the HPV test and the HPV vaccine.
- Working together, we can make sure that girls and women everywhere have access to these life-saving tools.

The campaign is led by the European Cervical Cancer Association, in partnership with leading advocacy groups in the U.S.

Everyone can support the campaign by wearing a Pearl of Wisdom pin and sharing the campaign's messages with others. The pins can be purchased for \$6.95 each at [www.PearlofWisdom.us](http://www.PearlofWisdom.us). All profits will go to the U.S. Pearl of Wisdom Campaign Fund to support U.S.-based cervical cancer prevention activities. Visitors can also send virtual Pearls of Wisdom to others, and organizations can join the campaign as partners. Visit [www.PearlofWisdom.us](http://www.PearlofWisdom.us) for details.