

# campus cinema



**FREE Documentary Screening!**  
**PINK RIBBONS, INC.**  
**Wednesday, April 10, at 6:00 pm**  
**Cole Hall, 513 Parnassus Avenue**  
Sponsored by Breast Cancer Action and  
Campus Life Services Arts & Events.

“Pink Ribbons, Inc” is a hard-hitting documentary that pulls back the pink curtain to reveal that breast cancer and pink ribbon marketing has become a big business for corporations and organizations whose motives don’t always put patient needs before financial gain. This film will challenge you to ask critical questions about the companies promoting pink ribbons and breast cancer fundraising. The New York Times reviewer wrote that this documentary “deserves to be seen” and the Washington Post wrote “CRITIC’S PICK! Uncannily prescient and enduringly timely.”

This film will be shown via DVD projection and the running time is 97 minutes.

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## UPCOMING EVENTS!

**The Chancellor’s Concert Series**  
Thursday, April 11, 2013  
12:00 pm to 12:45 pm  
Genentech Hall Atrium  
600 16th Street, Mission Bay  
FREE

**The Chancellor’s Concert Series**  
Thursday, April 18, 2013  
12:00 pm to 12:45 pm  
Cole Hall, 513 Parnassus Avenue  
FREE

**Giants vs Padres**  
Friday, April 19, 2013  
7:15 pm  
AT&T Park, Willie Mays Plaza  
\$29

Available from the Campus Life Services Arts & Events Online Store at <http://clsonlinestore.ucsf.edu/> To access the online store, you must use a campus computer. Call 415.476.2675 for more information. Ticket availability is limited. First come, first served.

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[www.campusliveservices.ucsf.edu/artsevents](http://www.campusliveservices.ucsf.edu/artsevents)

### Getting to Cole Hall on MUNI

Both the 43/Geneva-Masonic and the 6/Parnassus stop in front of 513 Parnassus. The N-Judah stops at Irving Street. Walk one block north to Parnassus or ride the garage elevator to street level.

**Funding Fun! When you purchase from campus retail vendors a portion of the proceeds goes to fund arts and events at UCSF.**