

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; according to the American Cancer Society (ACS), among women, breast cancer is the second leading cause of cancer death in the United States, and Stage 4 breast cancer, known as metastatic breast cancer, occurs when breast cancer spreads to other parts of the body, including the bones, lungs, liver, and brain; and

WHEREAS; breast cancer affects all races, socioeconomic classes, and genders, and the ACS estimates that more than 42,140 women and approximately 530 men will die from breast cancer in 2026; and

WHEREAS; through research, advocacy, and increased public awareness, advances have been made in the fight against breast cancer, and increased rates of early detection can be achieved through self-screening, breast ultrasounds, magnetic resonance imaging, and genetic testing for hereditary breast cancer; and

WHEREAS; most recently, under a new law passed in honor of Gail Zeamer, a Wisconsinite who tragically passed away in 2024 after a late-stage diagnosis caused by undetected cancer in dense breast tissue, Wisconsin women are now able to get medically necessary supplemental breast screenings or diagnostic breast examinations for those with dense breasts or who are at an increased risk of breast cancer fully covered by health insurance policies, including BadgerCare; and

WHEREAS; despite these advances, racial disparities in breast cancer persist, with Black women experiencing a disproportionately high rate of breast cancer mortality, underscoring the need for increased access to quality healthcare and breast cancer awareness in communities of color; and

WHEREAS; on this occasion, Wisconsinites are reminded that having access to nutritious foods, engaging in regular physical activity, and being able to keep up with routine health screenings and preventative care lowers an individual's risk of breast cancer; and

WHEREAS; this month, the state of Wisconsin reaffirms its commitment to building a healthcare system that works for everyone and joins all breast cancer survivors, all those who are currently battling the disease, their loved ones, and the state's many dedicated healthcare workers and advocates in spreading awareness, committing to public education, and embracing hope for earlier diagnoses and improved treatments;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 2026 as

BREAST CANCER AWARENESS MONTH

and October 13, 2026, as

METASTATIC BREAST CANCER AWARENESS DAY

throughout the State of Wisconsin, and I commend this observance
to all our state's residents.



IN TESTIMONY WHEREOF, I have
hereunto set my hand and caused the
Great Seal of the State of Wisconsin
to be affixed. Done at the Capitol in
the City of Madison this 21st day
of September 2026.

Tony Evers
TONY EVERS
GOVERNOR

By the Governor:

Sarah Godlewski
SARAH GODLEWSKI
Secretary of State