

First-Ever #WorldDenseBreastDay Event to Promote Education about Dense Breasts

#WorldDenseBreastDay Added to the National Day Calendar

Deer Park, N.Y., September 21, 2020 – [DenseBreast-info.org](https://www.densebreast-info.org) (DB-i) announced that it will host the inaugural #WorldDenseBreastDay on September 28, 2022. Sponsored by the world’s leading website on the topic, #WorldDenseBreastDay has been added to the National Day Calendar.

Building on the success of three previous #DenseBreastDay events, #WorldDenseBreastDay is designed to reach tens of thousands of patients, health providers and health organizations across the globe. The purpose of this worldwide one-day social media blitz is to raise awareness about the screening and risk implications of dense breasts and share medically-sourced educational resources.

Twice hourly social media posts, including videos and dynamic visuals, will be featured in both English and Spanish beginning at midnight U.S.A./Eastern and running for 24 hours. Focusing on what breast density is, why it matters, and screening options for women with dense breasts, posts will include links to new and updated educational tools on the [DenseBreast-info.org](https://www.densebreast-info.org) website. Breast imaging professionals and the general public are encouraged to [participate](#).

“Ninety percent of women in the U.S.A. now live in a state with a density ‘inform’ law, and the European Society of Breast Imaging now recommends that European women be informed of their individual breast density,” said JoAnn Pushkin, Executive Director, DB-i. “While this is our fourth annual social media campaign to educate on the topic, the day’s reach has now expanded globally to meet the growing need in the U.S.A. and beyond, for information on the topic.”

“It is essential that patients receive accurate information about their breast density and what to do after their mammograms. While in the U.S.A. we wait for final implementation of a national breast density reporting standard by the FDA, educational events like #WorldDenseBreastDay are essential to provide women the information they need to make their own breast health decisions,” said Dr. Wendie Berg, DB-i Chief Scientific Advisor.

[DenseBreast-info.org](https://www.densebreast-info.org) is the world’s leading resource on the topic. Growing from 40,000 visits in 2016, the medically-sourced website projects 500,000 visits in 2022. DB-i features provider and patient educational tools including:

- [5 Facts You Should Know](#) (new)
- [Q+A Homepage with animated image](#) (new)
- [Patient Education Video Series, Let’s Talk About Dense Breasts](#)
- [Patient Resource Section \(downloadable education resources in 23 languages\)](#)

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