

Proclamation

City of Mission



WHEREAS, breast cancer is the most commonly diagnosed cancer among women in the United States, excluding skin cancers; and

WHEREAS, breast cancer incidence increased by 1% annually between 2012 and 2021, with a more pronounced rise among women younger than 50 years of age, according to the American Cancer Society; and

WHEREAS, approximately 1 in 8 women in the United States will be diagnosed with invasive breast cancer during their lifetime, and 1 in 43 will die from the disease, according to the Centers for Disease Control and Prevention; and

WHEREAS, an estimated 321,910 women and 2,670 men are expected to be diagnosed with breast cancer in 2026, and approximately 42,140 women and 530 men are expected to lose their lives to the disease; and

WHEREAS, early detection remains one of the most effective weapons in the fight against breast cancer, often resulting in less invasive treatment options, improved outcomes and survival rates exceeding 90% when diagnosed in its earliest stages; and

WHEREAS, mammography is widely recognized as the gold standard for breast cancer screening, capable of detecting abnormalities up to two years before they can be felt, allowing for earlier diagnosis and more effective treatment; and

WHEREAS, South Texas Health System has earned national recognition for excellence in breast care, including its mammography at STHS ER Mission. In 2025, STHS was recognized among the top 7% of hospitals nationwide for breast care by the Women's Choice Award® for America's Best Hospitals for Comprehensive Breast Care, reflecting its commitment to National Accreditation Program for Breast Centers standards; and

WHEREAS, South Texas Health System's annual Think Pink campaign raises awareness about breast cancer and the importance of early detection through community events throughout October, including its signature Think Pink Parade; and

NOW, THEREFORE, we the City Council of the City of Mission, do hereby proclaim the month of October 2026, as:

Breast Cancer Awareness Month

in the City of Mission and encourage all residents to recognize the importance of breast cancer awareness, support efforts to promote early detection and join South Texas Health System's Think Pink initiative in helping save lives through education, screening and prevention.

PROCLAIMED this 13th day of October 2026.

Norie Gonzalez Garza, Mayor

Jessica Ortega, Councilwoman

Ruben Plata, Mayor Pro Tem

Marissa Ortega Gerlach, Councilwoman

Alberto Vela, Councilman