



**FOR IMMEDIATE RELEASE**

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**FORCE Leads National Effort to Raise Awareness During  
National Hereditary Cancer Week 2025**

**Tampa, FL — [August 18, 2025]** — *Facing Our Risk of Cancer Empowered (FORCE)*, the nation's leading nonprofit dedicated to improving the lives of individuals and families affected by hereditary cancer, announced today its leadership role in **National Hereditary Cancer Week (September 28 – October 4, 2025)** and **National Previvor Day (October 1, 2025)**.

Inherited gene mutations account for approximately 10% of all cancers, yet up to 90% of individuals with an inherited mutation remain unaware of their risk and available medical options. **FORCE provides trusted information, expert resources and unwavering advocacy to close this awareness gap.**

**A National Movement for Awareness and Action**

Congress first recognized the week in 2010 as *National Hereditary Breast and Ovarian Cancer Week and National Previvor Day*. In 2020, FORCE expanded the recognition to **National Hereditary Cancer Week** to better reflect the experiences of all people impacted by inherited cancer risk.

National Previvor Day shines a spotlight on individuals who carry an inherited mutation but have not been diagnosed with cancer. These “previvors” face complex decisions about genetic testing, cancer screening and preventive options. FORCE honors their experiences by providing comprehensive resources and a supportive community.

**New in 2025: “Living In My Genes” Social Media Campaign**

To amplify the week's impact, FORCE is launching its **“Living In My Genes” campaign**, a nationwide social media initiative celebrating the **#1FORCECommunity**. Through Instagram, Facebook, TikTok, and YouTube, hereditary cancer survivors, previvors, caregivers, healthcare professionals and advocates will share powerful stories about what it means to “live in their genes.”

“Hereditary cancer affects millions, and awareness and knowledge can save lives,” said Karen Kramer, FORCE’s Senior Vice President of Marketing. “With *Living In My Genes*, we are giving a platform to the voices of our community — showing resilience, strength and hope.”

## How to Get Involved

FORCE invites the public to join the movement during **National Hereditary Cancer Week 2025**:

- Share information with friends and family about hereditary cancer risk.
- Follow FORCE on Facebook, Instagram, TikTok, YouTube, and LinkedIn.
- Tag posts with **#HereditaryCancerWeek, #PrevivorDay, #LivingInMyGenes, and #1FORCECommunity**.
- Distribute FORCE’s free brochures to healthcare providers.
- Explore the FORCE blog and website for educational content and personal stories.

## About FORCE

**Facing Our Risk of Cancer Empowered (FORCE)** is the leading national nonprofit organization for individuals and families facing **hereditary breast, ovarian, endometrial, colorectal, pancreatic, prostate and other cancers**. Since its founding in 1999, FORCE has been the go-to resource for reliable information, peer support, research advocacy and policy leadership.

FORCE’s mission is to **improve the lives of those affected by hereditary cancer by providing expert-reviewed resources, compassionate support and a strong advocacy voice**. No one should face hereditary cancer alone.

Visit [facingourrisk.org](https://facingourrisk.org) to learn more, connect with the community and take action.