

Media Alert

Media Contact: Kayla Owen

STAFF, Community Development Manager

PHONE 850.266.2274 | EMAIL kayla.owen@cancer.org



American Cancer Society Announces Reveal Party Event For Real Men Wear Pink Campaign

Men from across community raising awareness and funds in the fight to end breast cancer

WHAT: Real Men Wear Pink Reveal Party

In its **second** year in **Pensacola, 20** prominent area men will take a stand against breast cancer by supporting the American Cancer Society Making Strides Against Breast Cancer walk through participation in the Real Men Wear Pink campaign. Local male leaders who are participating in the campaign will be announced at this event, which will kick start their efforts to fundraise for the Making Strides event and raise awareness for breast cancer by wearing pink throughout the month of October.

WHEN: August 29, 2017 | 5:30 PM

WHERE: Skopelos at New World | 600 S Palafox St, Pensacola, FL 32502

INTERVIEW & VISUAL OPPS: Interviews will be available with the Real Men Wear Pink candidates and local American Cancer Society staff and volunteers.

ONSITE CONTACT: Kayla Owen | 205.514.9359

BACKGROUND: Breast cancer doesn't just affect women. Thousands of men are diagnosed with the disease in the US every year. And so are more than 252,000 of their daughters, wives, mothers, sisters, and friends. In an effort to create a unique platform to invite men to show support for this important cause, the American Cancer Society is engaging and empowering male community leaders in the fight to end breast cancer through the Real Men Wear Pink campaign. Each Real Men Wear Pink candidate is charged with a fundraising challenge and competes to be the top fundraiser among the other candidates by the end of the campaign.

While this campaign is a fundraising initiative, it also provides strong awareness efforts in the local community for the American Cancer Society and the Making Strides Against Breast Cancer program. Since 1993, Making Strides Against Breast Cancer participants have helped raise more than \$810 million to create a world free from breast cancer. The noncompetitive three- to five-mile walks are held in more than 250 communities nationwide. Last year, 1.4 million walkers raised more than \$60 million. Dollars raised help the American Cancer Society save lives from breast cancer through early detection and prevention, innovative breast cancer research, and patient support. For more information about breast cancer or the Making Strides Against Breast Cancer walk in Pensacola, visit MakingStridesWalk.org/pensacolaf1 or call 800-227-2345.

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