

# News Release



FOR IMMEDIATE RELEASE

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## **Real Men Wear Pink Campaign Raises \$110,000 For American Cancer Society**

*Carlton Ulmer, CEO West Florida Healthcare is top fundraiser in event that supports the fight to end breast cancer*

**PENSACOLA, FL** – In its second year, the Real Men Wear Pink campaign raised \$110,000 to support the American Cancer Society Making Strides Against Breast Cancer of Pensacola. Throughout the month of October, 18 prominent area men participated in the campaign, raising funds and encouraging the women in their lives and in the community to take action in the fight to end breast cancer.

Carlton Ulmer, CEO West Florida Healthcare was the campaign's top fundraiser, gathering \$19,000 to support the Society's breast cancer initiatives. Pensacola's Real Men finished #1 in the State, #2 in the Southeast Region and #9 in the Country!

"We are grateful to Carlton Ulmer and all our Real Men Wear Pink candidates for lending their voices to our cause," said Kayla Owen, Community Development Manager for the American Cancer Society. "Not only did they wear pink throughout the month of October, but they raised awareness about breast cancer and made a huge commitment to raise funds to help save more lives from the disease. Those donations allow the Society to help save lives from breast cancer through early detection and prevention, innovative breast cancer research, and patient support."

"No one should have to face a breast cancer diagnosis alone," said Matt Stanfill, Assistant Professor at Pensacola State College. "That's why I joined the American Cancer Society in support of their lifesaving work by mentoring candidates in the Real Men Wear Pink campaign. This is a cause I personally believe in, and I'm happy to do what I can in support of the Society's efforts."

In addition to Carlton Ulmer, the 2017 Real Men Wear Pink candidates were: Peter Mougey, Levin Papantonio Law; John Stevens, Florida Blue; Dr. Tarek Eldawy, Sacred Heart Cancer Center; Chris Lonergan, Footbridge Media; Michael Ellis, Avanza Research; Jeff Rodgers, Gulf Power; Marcus Huff, Beggs & Lane; Dr. Lawrence Wynder, The Project Educate Foundation; Joe Zarzaur, ZarZaur Law; Timothy Danna, Beck Partners; Dr. Gregory Harris, Woodlands Medical Specialist; Adam Principe, Select Specialty Hospital; Chris Cobb, Beck Partners; Dr. James Adams, Baptist Healthcare; Andrew Rothfeder, Studer Properties; Thomas Greek, Navy Federal Credit Union; Travis Peterson, Impact Campaigns.

According to the American Cancer Society *Cancer Facts & Figures 2017*, an estimated 252,710 women in the United States will be diagnosed with breast cancer and an estimated 40,610 will die from the disease this year. Breast cancer is the second leading cause of cancer death in women, and it is the most common cancer diagnosed in women other than skin cancer.

It's not too late to make a donation to the Making Strides Against Breast Cancer walk in **Pensacola**. Visit [MakingStridesWalk.org/pensacolaf1](http://MakingStridesWalk.org/pensacolaf1) to help the Society continue saving lives. For free breast cancer information and resources or to donate, visit the American Cancer Society's website at [cancer.org](http://cancer.org) or call 1-800-227-2345 anytime, day or night.

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**About the American Cancer Society:**

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 25 percent decline in the cancer death rate in the U.S. since 1991, driven by less smoking, better treatments, and earlier detection. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit [cancer.org](http://cancer.org).

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