



Breast Cancer Research Foundation of Alabama
P.O. Box 531225, Birmingham, AL 35253
Tel: (205) 413-4600
www.bcrfa.org

PRESS CONTACT
Beth Davis
President & CEO
beth@bcrfa.org

FOR IMMEDIATE RELEASE

Community partners across Alabama aim to fund breast cancer research in October

Organizations statewide are going pink this Breast Cancer Awareness Month

Birmingham, ALABAMA (September 25, 2026) — Every October, Breast Cancer Awareness Month reminds us that behind every statistic is a mother, daughter, sister, friend, neighbor, or colleague whose life has been touched by breast cancer.

While tremendous progress has been made, there is still more work to do. Innovative research is the key to earlier detection, better treatments, improved survivorship, and ultimately, a cure. That's why the **Breast Cancer Research Foundation of Alabama (BCRFA)** is dedicated to funding groundbreaking breast cancer research right here in our community, supporting the scientists and medical professionals working to improve outcomes for patients close to home.

This Breast Cancer Awareness Month, individuals and businesses will join us in accelerating discoveries that save lives. **Together, we will make an impact that lasts far beyond October.**

"Breast Cancer Awareness Month is an opportunity to shine a light on the power of community action, and we are incredibly grateful for the businesses, organizations, and individuals who choose to stand alongside us in the fight against breast cancer," said Beth Davis, President & CEO of the Breast Cancer Research Foundation of Alabama. "The dedication and generosity of our partners help fuel life-saving research right here in Alabama while raising awareness about a disease that affects thousands of families each year. Their commitment gives us hope for a future with better treatments, improved outcomes, and ultimately a cure."

The BCRFA invested \$1.2 million in 24 unique projects across eight established Alabama institutions in 2025, made possible in part because of its Breast Cancer Awareness Month partners. The organization has plans to announce its 2026 grant awards in December, once again demonstrating its continued commitment to funding lifesaving research.

"Every fundraising event, awareness campaign, and community partnership contributes to meaningful progress," continued Davis. "While investing in research remains at the heart of our mission, Breast Cancer Awareness Month is also a time to honor survivors, remember loved ones lost to this disease, and celebrate the collective impact we can make when communities across Alabama come together. We are proud to recognize our partners whose support is helping move breast cancer research forward and change lives."

One in eight women and one in 726 men will receive a breast cancer diagnosis in their lifetime. Almost 5,000 women will be diagnosed this year in Alabama. Fortunately, significant progress in research and early detection methods has led to a 44% decline in breast cancer deaths over the past 35 years.

The BCRFA looks forward to partnering with individuals, alongside business and community partners committed to advancing life-saving research across Alabama. Individuals can participate in each of the

community events below. Additional opportunities to support the BCRFA include [making a donation](#), purchasing the [Breast Cancer Research license plate](#), purchasing apparel from the [BCRFA store](#), or [creating a fundraiser](#).

BCRFA-Hosted Breast Cancer Awareness Events

- **Bolt For Breast Cancer 5K and Fun Run** (Mountain Brook) – On Sunday, October 11, runners and walkers of all ages can take steps to advance local, lifesaving breast cancer research at Bolt for Breast Cancer 5K and 1 Mile Fun Run. This annual event is presented by [ABC 33/40](#) and [Thrivent](#), benefits the BCRFA and features post-race fun with refreshments and children's activities. Registration and info at [boltforbreastcancer.com](#).
- **Calera Goes Pink** (Calera) – Join the City of Calera as they go pink to support breast cancer research in Alabama during the 16th annual Calera Goes Pink. This city-wide event includes a golf tournament at Timberline Golf Club on Thursday, October 8 and the Calera High School vs. Mountain Brook High School football game on Friday, October 9. Details at [caleragoespink.com](#).

Community Partner Breast Cancer Awareness Events

- **ARC Realty “Blue Goes Pink”** (Birmingham area/statewide) – [ARC Realty](#) will donate \$25 for each new property listing in October while encouraging employees and agents to raise funds and awareness. ARC is also holding weekly fundraising activities to support their efforts.
- **Capstone Realty “Blue Goes Pink”** (Huntsville area/statewide) – [Capstone Realty](#) will donate \$25 for each new property listing in October while encouraging employees and agents to raise funds and awareness.
- **Charlotte Ann Dawson “One-Mile Fun Run and Walk”** (Alabaster) - [Charlotte Ann Dawson's one-mile walk](#) on October 18 at Patriot Park in Alabaster will raise funds for BCRFA.
- **Crossfit Trussville** – [Crossfit Trussville](#) is holding their 16th Annual Barbells for Boobs Fundraiser on October 24th. This year's competition, 19 Minutes That Matter: Strong for her, Strong for all, raises funds for the BCRFA.
- **Evereve** – Evereve at The Summit is holding a fundraiser for the BCRFA on October 8, with a portion of sales going to the BCRFA.
- **Iron Angels Tuscaloosa County** (Tuscaloosa) – The Iron Angels Tuscaloosa County motorcycle club is hosting a motorcycle ride benefiting the BCRFA on October 17th.
- **J McLaughlin “Sip & Shop”** - J. McLaughlin at The Summit is hosting a Sip & Shop fundraiser for the BCRFA on October 6. A percentage of sales will benefit the BCRFA.
- **Margarita Grill** (Pelham) – Margarita Grill is selling themed breast cancer awareness t-shirts to raise money for the BCRFA throughout October.
- **Penske Truck Leasing** (Mobile) – Penske Truck Leasing is holding a Penske Pink Out throughout October, accepting donations and raising funds for the BCRFA.
- **Raggio MD Facial Plastic Surgery “Botox for Breast Cancer”** (Homewood) - On October 23, Dr. Raggio will host Botox for Breast Cancer at their Homewood office. Proceeds from this injectable event benefit the BCRFA.
- **Renasant Bank** (statewide) – [Renasant branches](#) across Alabama are raising funds through community fundraisers and donations from the public to support the BCRFA and Alabama breast cancer research.
- **Rock Creek Golf Club** (Fairhope) – Rock Creek Golf Club is hosting a golf tournament on October 9th with a portion of proceeds supporting the BCRFA and Alabama breast cancer research.

- **Ruby Slippers Restaurant Group** (Birmingham, Orange Beach, Mobile) – Ruby Slipper restaurants in Birmingham, Orange Beach, and Mobile will invite their guests to add donations to the BCRFA on their checks throughout October to raise money for research.
- **Savage's Bakery** (Homewood) – Savage's Bakery is selling breast cancer awareness cookies throughout October, with a donation to BCRFA for each cookie sold to advance local research..
- **Tameron Automotive** (Hoover) – Tameron [Hyundai](#) and [Honda](#) in Hoover and are donating \$100 to the BCRFA for every car they sell during October.
- **Wagners Run Walk** (Tuscaloosa) – The Wagners Run Walk is happening October 19th in Tuscaloosa to raise funds for the BCRFA.
- **Wind Creek Casino & Hotel "Make a Change"** (Wetumpka and Montgomery) – Throughout October, guests at [Wind Creek Wetumpka](#) and [Wind Creek Montgomery](#), are encouraged to donate their spare change, creating opportunities to give back and make a positive difference in the lives of others. All proceeds benefit the Breast Cancer Research Foundation of Alabama (BCRFA). Wind Creek Hospitality is proud to spotlight its ongoing "Make a Change" fundraiser program, a monthly initiative that empowers guests to give back to charitable organizations across Alabama and beyond. Through the *Ticket In, Ticket Out (TITO)* donation campaign, guests can place unused gaming tickets into designated collection drums throughout Wind Creek's two casino properties.
- **Yellow Hammer Smokehouse** (Mobile) – Yellow Hammer Smokehouse is donating a portion of hot dog sales throughout October to the BCRFA.

Additional community events and partners participating via internal fundraisers include:

- All Things Plumbing (Opelika)
- Enterprise Rescue (Enterprise)
- Hubbell Power Systems (Leeds)
- MAGNA Kamtek (Birmingham)
- Montevallo High School Varsity Cheerleaders (Montevallo)
- Riverchase Country Club – 2 Ladies & A Caddie Golf Tournament
- Yoga by the Lake for Pink (Lake Logan Martin)

###

About the Breast Cancer Research Foundation of Alabama

The Breast Cancer Research Foundation of Alabama is dedicated to funding innovative, peer-reviewed breast cancer research conducted in Alabama. Since its founding in 1996, BCRFA has invested \$17 million dollars in research projects that improve prevention, detection, treatment and survivorship, helping create a future without breast cancer. All funding stays in Alabama, but the impact is worldwide. Learn more about our mission and breakthroughs at www.bcrfa.org.