September 21, 2011

Breast cancer is the most common cancer among women in the United States and is the second leading cause of cancer death in women. According to the American Cancer Society , about 230,480 new cases of invasive breast cancer will be diagnosed in 2011, and about 39,520 women will die from the disease.

The chance of a woman having breast cancer some time during her life is a little less than 1 in 8. The chance of dying from breast cancer is about 1 in 35. Breast cancer death rates have been going down, and can be attributed to earlier detection and better treatment. There are currently more than 2.5 million breast cancer survivors in the United States.

In honor of October being Breast Cancer Awareness Month, the UAB Community, the Breast Cancer Foundation of Alabama (BCRFA), and The Summit, with select stores and restaurants, will be hosting several events throughout the month. Highlights include:

Saturday, October 1 – **New Light support group**, a newly formed group specifically geared toward triple negative breast cancer patients and their families, will meet at Homewood Park, 1632 Oxmoor Road, Homewood, AL 35209, 11:00 a.m.–1:00 p.m. Registration begins at 10:30 a.m. **For more information, contact Kimberly Robinson at (205) 975-7912 or** robinson@dopm.uab.edu

Sunday, October 2 – **Family Day at The Summit**, several “family-friendly” activities will be held throughout The Summit property, Saks Plaza at The Summit, 2:00 p.m.–5:00 p.m.

Saturday, October 8 – **Revvin’ 4 Research**, the Dixie Divas Riding Club will host their annual event with 600 bikers to ride for breast cancer research, Heart of Dixie - Harley Davidson, 333, Cahaba Valley Parkway N, Pelham, AL 35124, 9:00 a.m.–4:00 p.m., www.revvin4research.com

Sunday, October 16 – **Belk Private Shopping Event**, with storewide shopping specials and discounts, door prizes and drawings. Guests enjoy after-hours shopping with food, music and other festivities, Belk at The Summit, 6:30 p.m.–9:00 p.m., Tickets are $25 (presale or at the door), www.pinkprivateshoppingnight.com

Monday, October 17 – Friday, October 21-**Restaurant Week**, a percentage of sales from participating Summit restaurants will go to benefit the BCRFA

October 21 – **National Mammography Day**, members of the UAB Angel Squad, a volunteer group serving breast cancer patients and their caregivers at the UAB Breast Health Center, will be at various Jim 'N Nick's locations throughout Birmingham to distribute information and raise awareness of breast cancer, www.uab.edu/angelsquad

Tuesday, October 25 – **Gus Mayer Pink Runway**/ **Fashion Show with Christian Siriano,** the Project Runway winner will personally showcase his Spring 2012 Collection, Gus Mayer at The Summit
,
6:00 p.m.–8:00 p.m.
Reserved seated tickets are $100 and VERY limited
,
standing room only tickets are $50,
www.gusmayer.com

Monday, October 31 – **Trick or Treat for the PINK**, visit participating stores at The Summit and children will receive treats

Other efforts include:

Fire Departments GO PINK-Local fire departments will be selling specially designed pink t-shirts for $15 to support the BCRFA. A full list of participating fire departments is available at www.bcrfa.org

BCRFA Specialty License Plates-Alabama also offers **BCRFA Specialty License Plate #86,** a car tag to raise money for breast cancer research that can be purchased at any local Department of Motor Vehicles. The specialty tag is $50 annually of which $41.25 goes toward research and is tax-deductible. For more information, visit www.bcrfa.org

About the BCRFA

The Breast Cancer Foundation of Alabama was formed with the goal of establishing and expanding breast cancer research labs at the UAB Comprehensive Cancer Center. Through its many special events, the foundation has raised more than $2.5 million for research into this devastating disease. The Foundation board and its volunteers, many of whom are breast cancer survivors themselves, have galvanized their resources in the ongoing effort to find a cure. For complete event listings and details visit www.bcrfa.org

About the UAB Comprehensive Cancer Center

The UAB Comprehensive Cancer Center is among the 40 cancer centers in the nation to meet the stringent criteria for the National Cancer Institute's comprehensive designation. The center is a leader in groundbreaking research, reducing cancer disparities and leading-edge patient care.