



News Release

FOR IMMEDIATE RELEASE

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Real Men Wear Pink of Lane County Campaign Raises nearly \$200,000 for American Cancer Society

Brian Alfano, OCCU, is top fundraiser in event that supports the fight to end breast cancer.

Lane County, Oregon – In its sixth year in Lane County, the Real Men Wear Pink campaign raised \$181,811 to support the American Cancer Society's efforts to save lives from breast cancer. During October, 14 area leaders raised donations and encouraged community members to take action in the fight to end breast cancer.

Brian Alfano, Chief Digital Officer with OCCU, was the campaign's top fundraiser, raising \$25,116 to support the American Cancer Society and those impacted by breast cancer.

"It's an honor to be a Real Men Wear Pink ambassador for the American Cancer Society. Being able raise funds for breast cancer patients, programs and research means a lot to OCCU and to me personally," said Alfano. "OCCU is committed to the wellbeing of our community, and we're hopeful that through this campaign, we will be able to save more lives from such a devastating disease."

In addition to Brian Alfano, the 2022 Real Men Wear Pink candidates included Stephen Baron (WVCI), Allan Benavides (Eugene Emeralds), Dallas Boggs (Eugene Police Commission), James Connors (Country Financial), David Dowling (Grain Millers), Trevor Foster (Kendall Chevy), Demond Hawkins (Trillium Community Health Plan), Dominick Hicks (Anheuser Busch), Skeet Hise (Skeet Hise Tree Management), Matt Kendall (Keller Williams), Marcus Mariota (Motiv8 Foundation), Patrick Olsen (Patrick Olsen Auto Repair), Joel Smith (Jordan & Williams, LLC).

The Human Bean also supports the American Cancer Society of Oregon and Southwest Washington as the presenting sponsor for Real Men Wear Pink. In Lane County, they donated more than \$26,000 to the campaign through their Coffee For a Cure event on Oct. 21.

According to the American Cancer Society Cancer Facts & Figures 2022, an estimated 287,850 women and 2,710 men in the United States will be diagnosed with breast cancer, and an estimated 43,780 women and 530 men will die from the disease this year. In Oregon, more than 4,000 individuals will be diagnosed this year, and it's estimated that 580 will die from the disease. 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.



For more information about breast cancer or the Real Men Wear Pink campaign in Lane County, call 1-800-227-2345.

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About the American Cancer Society:

The American Cancer Society is a global grassroots force of nearly 1.5 million volunteers dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer. From breakthrough research, to free lodging near treatment, a 24/7/365 live helpline, free rides to treatment, and convening powerful activists to create awareness and impact, the Society is attacking cancer from every angle. Visit cancer.org for more information.



Picture from the 2022 Awards Dinner include Real Men Wear Pink of Lane County ambassadors, volunteers, sponsors and supporters.