

# Community Leaders Across the Country Compete in the American Cancer Society's "Real Men Wear Pink" Campaign

ATLANTA, Oct. 4, 2016 /[PRNewswire-USNewswire](#)/ -- More than 2,000 individuals across the country have accepted the challenge to be a part of the American Cancer Society's Real Men Wear Pink campaign.

Real Men Wear Pink is a distinguished group of community leaders raising awareness and funds for the American Cancer Society's Making Strides Against Breast Cancer events in 2016. Participants will wear pink every day in October and compete to raise money through online fundraising and networking.

"This year in the U.S. more than 240,000 of our daughters, wives, mothers, sisters, and friends will be diagnosed with breast cancer. We are making progress: breast cancer death rates have declined by 36 percent since 1989, which means 249,000 fewer breast cancer deaths," said Gary Reedy, CEO of the American Cancer Society and Real Men Wear Pink participant. "I'm proud to take part in Real Men Wear Pink and excited to see so many leaders across the country do the same."

Some of the many high-profile participants include:

- **Jim Boenheim**, head basketball coach, Syracuse University
- **Ben Higgins**, account manager, Talisys in Denver, CO, and "The Bachelor" on the TV series earlier this year.
- **Dhani Jones**, former Cincinnati Bengal, host of NBC's Spartan Race
- **Scott Sibella**, president & CEO, MGM Grand, Las Vegas
- Boston Mayor **Martin J. Walsh**

In addition to community and business leaders who are supporting the American Cancer Society in our efforts to diminish the pain and suffering of breast cancer, communities across the country are uniting together at Making Strides Against Breast Cancer events this month. To learn more and participate in a Making Strides event, visit [MakingStridesWalk.org](#)

## 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 23 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. 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](#).

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SOURCE American Cancer Society

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