

For Immediate Release

Local Charity Becomes a Member of the Greater Pensacola Chamber

The philanthropic institution strives to educate and provide for affordable treatment and prevention.

Pensacola, Fla. – On October 23rd, 2020, the Pensacola Breast Cancer Association joined the Greater Pensacola Chamber and commemorated the occasion with a ribbon cutting ceremony. The ceremony was held outside at the Greater Pensacola Chamber at 11:00 AM Central Time so that chamber members could participate and show their support for the hard work the local charity has been demonstrating throughout the year and especially during October, National Breast Cancer Awareness Month.

To increase visibility of the event, the Greater Pensacola Chamber went live on Facebook to stream the ribbon cutting in real time and to allow PBCA's board members to speak to the public, highlighting how the philanthropic institution is helping people in our community educate themselves and fight the disease.

Due to the global pandemic, PBCA has not been able to have large gatherings, preventing several fundraising opportunities, such as their annual Ribbons of Hope Charity Ball and Haunted House. Their mission to educate people about the treatment and prevention of breast cancer has not changed, however, and so PBCA is finding new ways to encourage mindfulness. Partnering with the Greater Pensacola Chamber brings more opportunities to increase awareness. As a chamber member stated,

"We always enjoy bringing new members into our organization, but we are especially excited to welcome this charitable group and facilitate an event that brings attention to their cause. Most people are affected one way or another by this terrible disease, so we are thrilled to have them be a part of the chamber."

Local businesses are also getting involved with PBCA to advocate for Breast Cancer awareness. Just to name a few, Central Credit Union of Florida sold candy bars at each of their five locations during the entire month of October with all proceeds going to PBCA, and CrossFit VU completed their "BarbellsForBoobs" event generating money to donate to PBCA on October 24th. All My Sons Moving and Storage and Anderson Subaru are important major sponsors for the Pensacola Breast Cancer Association and make generous contributions throughout the year as well.

Since inception in 2003, the PBCA has raised and distributed approximately \$650,000 to local healthcare organizations that are consistent with their mission. Currently, any funds generated are distributed to Baptist Health Care and Sacred Heart Hospital so that they can provide free mammograms to women (and some men) who are underinsured or without insurance altogether.

To learn more about the Pensacola Breast Cancer Association and how you can contribute, you can follow them on Facebook or visit their website at PensacolaBreastCancerAssociation.com.

About PBCA: The Pensacola Breast Cancer Association is a Pensacola, Florida-based 501(c)(3) non-profit organization established in 2003. The Board of Directors is made up of all uncompensated volunteers, which enables them to devote the maximum amount possible to achieving their exempt purpose. All funds received stay in the local community.