

Proclamation



Jane Castor, Mayor

WHEREAS, breast cancer is a group of diseases in which cells in breast tissue change and divide uncontrolled, typically resulting in a lump or mass, and it is the most commonly diagnosed cancer in women in the United States, other than skin cancer, and it currently ranks as the second leading cause of cancer death among women; and

WHEREAS, it is estimated 276,480 individuals will be diagnosed with invasive breast cancer with an additional 48,530 cases diagnosed as non-invasive, and risk factors include gender (women), age, and family history, and early detection through mammograms and breast screenings, and maintaining a healthy lifestyle by being physically active, keeping a normal weight, refraining from smoking cigarettes, and limiting alcohol intake can help improve the odds against getting breast cancer; and

WHEREAS, the **American Cancer Society** is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service; and

WHEREAS, the American Cancer Society is a leading not-for-profit organization in the fight against breast cancer, and its successful program **Making Strides Against Breast Cancer**, now in its 27th year, is a series of non-competitive walking events designed to heighten awareness of this pressing health problem, and annually, more than one million walkers across the United States raise approximately \$60 million for research, education and outreach programs on local and national levels; in 2020, due to the COVID-19 pandemic, Making Strides Against Breast Cancer is a virtual **Walk Where You Are** event; and

WHEREAS, **Hard Rock International** has supported the prevention efforts and finding a cure for breast cancer since the year 2000 including its signature event **PINKTOBER®**, whereby people from around the globe join the organization in raising awareness and funds for local, national and international cancer research foundations; and

WHEREAS, locally, **Seminole Hard Rock Hotel & Casino Tampa** is the Pink Premier Sponsor for the Making Strides Against Breast Cancer Walk, held virtually on October 17, 2020, and the organization has dedicated the entire month of October with special **PINKTOBER** awareness and fundraising activities including the Portrait of Hope, Put on Your Pink Bra Social Media Competition, the Pinktober Poker Open, limited edition Pinktober Facial Masks with the proceeds donated to the Hard Rock Heals Foundation, and other programs that spread the message of strength, hope and awareness for those affected by breast cancer.

NOW, THEREFORE, I, Jane Castor, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida, do hereby proclaim October 2020 as

“PINKTOBER MONTH”

in the city of Tampa, Florida, and urge all citizens to acknowledge the efforts of Seminole Hard Rock Hotel & Casino Tampa and the American Cancer Society in their commitment to fighting breast cancer.

Dated in Tampa, Florida, this 16th day of October 2020.



Mayor

