

## **Breast Cancer Can Stick It! Elevator Pitch**

Breast Cancer Can Stick It! is a 501(c)(3) nonprofit foundation, donating funds directly to facilities that provide breast cancer care. It is 99% powered by volunteers, ensuring the majority of funds go straight to the cause.

Fundraising activities have supported breast cancer research, clinical trials, mammograms and financial assistance for treatment.

Since its inception, Breast Cancer Can Stick It! has raised over \$500k. The organization's largest annual fundraising event is Drummathon, a family-friendly, free to attend event. It features live music interspersed with drum solos by celebrity drummers, and opportunities for autographs and photos with the celebrities.

Past celebrities include drummers from: **(Customize to your audience.)**

- P!NK, Ariana Grande, Joan Jett Cyndi Lauper,
- Rod Stewart, Prince, Styx, Dio, Black Sabbath
- Quiet Riot, Skid Row, Korn, Poison, Hole
- Jason Aldean, Melissa Etheridge, Lady Gaga
- The Go-Go's, Luke Bryan, NBC's The Voice

Drummathon also features vendor booths, silent auctions, official merchandise and kid-friendly activities throughout the day. Fundraisers have a chance to win awesome prize packs and a chance to perform their own solo!