

FOR IMMEDIATE RELEASE  
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## Real Brothers Wear Pink at Christian Brothers Academy to Raise Breast Cancer Awareness

*Student-led campaign on October 14 Will Raise Funds for American Cancer Society.*

**Albany, NY** – For the fifth consecutive year, students at Christian Brothers Academy (CBA) will assemble together and use their “dress down” day to support the fight against breast cancer. On October 14, students will wear “REAL BROTHERS WEAR PINK” shirts. Proceeds from the purchase of the shirts will benefit the American Cancer Society’s Real Men Wear Pink Campaign.

An assembly will be held at 2:00pm where students will hear from cancer survivors and/or family members as they discuss the impact of the disease. The day’s events are supported by Camelot Print & Copy Centers.

New this year, Academy of the Holy Names (AHN) will join the effort, hosting an educational assembly on its campus at 8:00am that same day to teach its students the importance of awareness, advocacy, and early detection.

This message of support will be carried on into the evening at the CBA vs. Guilderland Varsity Football game. CBA and AHN will be wearing pink on and off the field as well as raffling off an Oculus Quest 2 Bundle donated by Community Bank NA.

For more information about breast cancer or the Real Men Wear Pink campaign in **the Capital Region** call 518-220-6929. You can also visit #TEAMCamelot Facebook page @CamelotPrintandCopyCenters.

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### **About the American Cancer Society:**

The American Cancer Society is a global grassroots force of nearly 2 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 American Cancer Society is attacking cancer from every angle. Visit [cancer.org](https://www.cancer.org) for more information.