

D-FW's Breast Cancer Can Stick It! Drummathon goes online

Founder April Samuels says it's not a bad thing at all to be able to reach more people with the music-centric fundraising event.



Seventh-generation Texan April Samuels will mark 10 years cancer free in November. She established Breast Cancer Can Stick It! as a nonprofit in 2013, after spending a couple of years raising money for other cancer organizations. (Debra Gloria)



By [Allison Hatfield](#)

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Fall fundraising in D-FW will look different. Many big fundraisers have been canceled; some have been moved to outdoor locales. Others, like the [Breast Cancer Can Stick It! Drummathon](#), will take place online.

Founder April Samuels is looking forward to the virtual event on October 4, but participants are raising money now. To date, the organization has generated more than \$300,000 for research and clinical trials at Baylor Scott & White Charles A. Sammons Cancer Center, mammograms for uninsured and underinsured women

and men at Parkland and Texas Health Allen, and support for breast cancer patients through a number of organizations in Dallas-Fort Worth.

Much like with fundraising walks, Drummathon participants register and solicit donations from family and friends. The difference with Drummathon, however, is that fundraising will close a couple of weeks before the event to give the top 25 fundraisers time to prepare their performances, which they will record and send to Samuels for broadcast.

Last year, music fans spent the day at Klyde Warren Park, where celebrity drummers J Rich Redmond (Jason Aldean), Dylan Elise (Blood, Sweat & Tears), Sandy Gennaro (Joan Jett, Cyndi Lauper, Pat Travers, The Monkees) and others entertained crowds for a good cause. This year, the fun will be broadcast live from Samuels' recording studio. In addition to the 25 top fundraisers, the event will include interviews and performances from celebrity drummers, a headliner act and an auction on eBay.



Samuels has spent a lot of time alone in her studio in the last five months, but she hasn't minded it a bit. "I'm sorry to sound so excited about being stuck at home

during COVID,” she says. “But I was playing about 120 shows a year with my band Metal Shop, and with that dropping off, I’ve been up here all the time — and I just love it.”



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The pandemic has given the drummer time to work through the hurdles presented by the technology needed to produce a professional, polished fundraiser with participants from around the country. “Every week I am getting experience and having to work with challenges and having to learn how to cover when something blows up,” she says about moving her webcast, [The Beat](#), from a studio in Arlington to her personal recording space. She sees that as practice for the Drummathon broadcast, and by the time October 4 rolls around, she intends to have the kinks ironed out and musicians from around the country lined up for a fun day of streaming on Facebook Live.

Practiced in the art of finding silver linings — a skill she honed after her triple negative breast cancer diagnosis in 2010 — she’s not disappointed that COVID forced the fundraiser to go virtual. “This actually expands our reach,” she says. “Breast cancer hasn’t stopped, and neither have we.”

To learn more, go to [breastcancercanstickit.org](https://www.breastcancercanstickit.org). To participate, donate and see leaderboards, go to [tiltify.com](https://www.tiltify.com).



[Allison Hatfield](#). A freelance journalist with a broad background that includes wellness, food,

travel, weddings, fashion, pets and funerals, Allison Hatfield is also a champion napper and enthusiastic cupcake consumer who unapologetically loves poodles, tulle and Taylor Swift.

[✉hatfield.allison@gmail.com](mailto:hatfield.allison@gmail.com)