

The Dallas Express

Home » City » 2021 » Jul

Breast Cancer Awareness Organization Raises Over \$400,000 with Plans to Expand

CITY



Photo by Debra Gloria Photography

LETTER TO THE EDITOR

Have a concern or an opinion about this story? Click below to share your thoughts.

Send a message

PITCH YOUR STORY

Know of a story that needs to be covered? Pitch your story to The Dallas Express.

By Emon Johnson

Jul 28, 2021

For nearly 11 years, Breast Cancer Can Stick It! has worked to raise funds for research, treatment, and increased awareness in the fight against breast cancer.

With their biggest event of the year, Drummathon (approaching this October), the Dallas-based 501(c)(3) nonprofit organization plans to add to its \$400,000 raised, with talks of establishing offices and events in other states and cities, outside of Texas.

“We want to expand Drummathon out of Texas and into other markets,” April Samuels, founder and executive director of Breast Cancer Can Stick It!, states. “We want to grow and take it nationally to have an even bigger impact with multiple Drummathons a year.”

Samuels sowed the idea of Breast Cancer Can Stick It! in 2010, just weeks after she had been diagnosed with high-grade, triple-negative breast cancer; an aggressive form of breast cancer likely to spread rapidly. Shortly after, she began raising funds for solutions.

In 2011, after deciding to have a double mastectomy without reconstruction, followed by three months of chemotherapy, she was pronounced cured and continued to raise money and increase awareness towards fighting breast cancer. “Almost immediately after being diagnosed, I felt the urge to do something,” Samuels states. “I came up with the slogan ‘Breast Cancer Can Stick It!’ because I wanted to tie fighting breast cancer to my passion for drumming.”

As the name suggests, drumming, and music in general, are pivotal parts of the organization. Being such, Breast Cancer Can Stick IT! will be hosting their 7th annual Drummathon event on October 3rd, 2021, at Grandscape in The Colony, TX.

The event is open to people of all ages and will feature live music by Def Leggend, celebrity rockstar drummers Rich Redmond (Jason Aldean), and others, vendor booths, restaurants, silent auctions, and other festivities. The Breast Cancer Can Stick It! Band will also be playing.

The organization runs entirely off volunteers and is open to more help and donations.

For more information on Drummathon 2021, visit their events page here. For more information on Breast Cancer Can Stick It!, visit their webpage.

MOST READ



1 Malik Hooker to the Cowboys

2 Breast Cancer Awareness Organization Raises Over \$400,000 with Plans to Expand

3 Rangers trade Gallo to the Yankees

4 Maze Environmental debuts with breakthrough clean energy discovery

5 ‘Creating Opportunities’: United Way of Metropolitan Dallas Announces New Social Innovation Incubator