

January 30, 2022

Bowl for the Cure Month

Bowl for the Cure Month is right around the corner, and we want to hear from you! If you will be hosting a BFTC event or fundraiser, fill out this [form](#) so we can promote your event on our website and Facebook page.

During the month of February, BFTC aims to promote breast cancer awareness in the bowling community by encouraging our members to get involved. We hope to educate people in our community about this disease and the strides we have made and can make as a collective. Plan a bake sale, collect donations during league or host a raffle. There are many ways to be a pink advocate, including volunteering or attending an event. To find an event near you, click [here](#).



Bowl for the Cure Valentine Pink Treats



Who doesn't want a sweet treat for Valentine's Day? During January and February, BFTC will send those who donate \$15 or more online a special pink treat to commemorate Valentine's Day and BFTC Month. Just use the code LOVE22 when donating online to receive your gift. Only limited stock available, so get your gift before we run out! Donate [HERE](#).

*Shipping only to U.S. states excluding Hawaii and Alaska.

Bowl for the Cure Week at the Women's Championships

This is your last chance to sign up for Bowl for the Cure Week at the 2022 Women's Championships! If you or a family member or someone you know has battled breast cancer, we want you to join us at the Women's Championships to honor our pink warriors and promote breast cancer awareness.

Bowl for the Cure Week will take place June 20-26 in Addison, Illinois. Activities will include the Approach of Hope, a raffle and daily prizes! All funds donated during the week will go to Bowl for the Cure. We can't wait to see you there!

For more information regarding Bowl for the Cure Week, click [here](#).

If you have questions concerning the event, please email bftc@bowl.com.

Bowl for the Cure Merchandise

Check out our BFTC gear! The USBC Bowling Store is featuring some fantastic BFTC merchandise during the month of February to promote breast cancer awareness. GO PINK for BFTC Month by purchasing a BFTC t-shirt or a warm fleece sweater. Our stylish BFTC polos will be available beginning February 16 and 25% of net proceeds of all purchases go to the BFTC charity! Click [here](#) to start shopping.

Pink Facts

Breast cancer mortality rates have decreased by 40% since 1989 due to new technological advancements in treatment and early detection. While the mortality rate has decreased significantly, the five-year breast cancer survival rate is lower in black women compared to white women, and black women are more likely to be diagnosed with more aggressive forms of breast cancer, according to Susan G. Komen.

Komen has launched a "Stand for H.E.R. – a Health Equity Revolution" initiative to address breast cancer disparities in the black community. During Black History Month, Komen will honor the achievements of black researchers, health workers, advocates, and breast cancer patients and survivors in a commitment to removing barriers. To learn more about the H.E.R. initiative and gain insight into their research and reporting, click [here](#).



Pink Highlight – 2021 Donors

We know it's been a tough couple of years, but you will never know how much we appreciate your support. Thank you to all our donors who have continued to help us fight against breast cancer! We have such fierce, passionate and steadfast pink advocates who are making a difference. THANK YOU!

Missed the last BFTC newsletter? Go to BOWL.com/bftc to check out the past newsletters.

If you have stories, memories or words of encouragement you want to share with the community, we want to hear from you. If we choose your story for the newsletter, you will receive a **Bowl for the Cure bowling pin!** Please email bftc@bowl.com with the subject line "BFTC Highlight" or you can mail a letter to:

United States Bowling Congress
Bowl for the Cure
621 Six Flags Dr.
Arlington, TX 76011

