

AZ Giving: Pink Out 5K

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In 2009, at the age of 39, Holly Rose discovered she had a lump that turned out to be breast cancer. She was fortunate enough to find the cancer in the early stages and save her life.

During that time, her family and community were there for her, cheering her up every step of the way. The support she received pushed her to give back to the community, and soon after she started Don't be a Chump! Check for a Lump! with the help of a childhood friend. The nonprofit organization's mission is to motivate other women to perform breast self-exams and educate the community regarding the prevention of breast cancer.

The organization will be hosting a Pink Out 5K on Sunday, Oct. 1, from 8:30 to 11:30 a.m., expecting to raise around \$15,000 to keep up the outreach education program. The event will feature live music, food trucks, breast cancer resources and local craft vendors for people of all ages.

Rose said 50 percent of the profits will be dedicated to free wig assistance, and education and prevention programs, whereas the remaining 50 percent will be devoted to screenings, mammograms and treatment in Arizona.

"We need to come together as a community," Rose says.

According to Rose, many people attend breast cancer awareness events but they often walk out of them receiving very little education. Rose aims to go beyond that. She wants to make sure to promote prevention and educate on knowledge that people may not be aware of, as well as spread information through the free breast health magazine.

The organization is also thankful for its valuable sponsors, such as Arizona Oncology and Gawley Plastic Surgery, that help to make a difference in the fight against breast cancer.

Rose says, "Let's empower each other, and support our local breast cancer community."