

**FOR IMMEDIATE RELEASE**

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**BOARDING FOR BREAST CANCER (B4BC) CELEBRATES 25<sup>TH</sup> ANNIVERSARY AT WINTER DEW TOUR DECEMBER 16, 2021 COPPER MOUNTAIN, COLORADO**

**In partnership with Dew Tour, DeLeon Tequila, Yeti, Kaleidoscope Productions, 10 Barrel Brewing, and Mountain Dew**

**December 9, 2021 – Los Angeles, CA** – Boarding For Breast Cancer will celebrate 25 years of their breast cancer education, prevention and survivorship programs with a benefit celebration at Copper Mountain’s Grand Hall on December 16, 2021 at 7PM hosted by friend of B4BC, Mary Walsh.

The evening will include live music by The Nuns of Brixton, signature cocktails by DeLeon Tequila, raffles, a silent auction, and plenty of good vibes. Join B4BC friends, athlete ambassadors, and long-time supporters as we share stories of the last 25 years and look towards a future of spreading B4BC’s mission of breast cancer prevention and survivor support.

**[Tickets are available from \\$25 - \\$100 at B4BC.ORG.](https://www.b4bc.org)**

B4BC was founded in 1996 by Lisa Hudson, Tina Basich and Shannon Dunn Downing in honor of their late friend Monica Steward, who passed away from breast cancer at the age 26 after being dismissed by her doctors as “too young” to have breast cancer. In an effort to raise awareness of breast cancer in young women, Monica’s friends hosted a benefit concert with the Beastie Boys headlining in her honor at Sierra-At-Tahoe. Sadly, Monica passed away weeks before the event, but her spirit lives on through B4BC’s mission.

“Getting involved with B4BC was a way to simply support and honor our friend Monica, a beautiful young woman in our snowboarding industry. At that time there were limited resources for breast cancer awareness, especially for younger women. Everyone in the industry rallied behind this cause, and to see such a positive life-giving impact over the last 25 years has been truly amazing. I love that it brings our action sports community together and continues to spread awareness and support in new ways.”

– **Shannon Dunn Downing, B4BC Co-founder + Olympic Medalist**

**About B4BC:** Boarding For Breast Cancer (B4BC) is a 501(c)3 non-profit foundation that advocates early detection and a healthy, active lifestyle as the best means for breast cancer prevention. Founded in 1996, B4BC empowers young people to make positive choices that promote lifelong wellness through educational outreach, prevention, and support programs. Each year, B4BC provides over 100K individuals with peer-to-peer communication and education on how to reduce their cancer risk, how to perform a breast self-exam, and what a potentially cancerous lump would feel like through life-like jelly breast molds. B4BC is also committed to supporting survivors through a cancer diagnosis through their Chasing Sunshine wellness retreats and webinars. For more information visit [B4BC.Org](https://www.b4bc.org)

**Ticket Link:** <https://www.eventbrite.com/e/b4bcs-25th-anniversary-dew-tour-copper-tickets-212762617717>

**Shareable Asset Folder:** <https://drive.google.com/drive/folders/1NVdDRM-2luq6h9BZVWMDMFkvSgzHpqP?usp=sharing>

**Instagram:** [@b4bc](https://www.instagram.com/b4bc)