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## FOR IMMEDIATE RELEASE

### **GREENSBORO TO HOST THE 2026 PINK OCTOBER GAMES FOR BREAST CANCER AWARENESS MONTH**

*Flag Football Competition Unites 3,000 Athletes For Breast Cancer Advocacy and Education*

**Greensboro, NC – May 20, 2026** – Today, the Greensboro Area Convention and Visitors Bureau and The Lewis Bethel Project announced that Greensboro will host the 2026 Pink October Games, a premier women’s flag football tournament, October 9-11 at the Bryan Park Soccer Complex. This event will unite nearly 3,000 female competitors, including breast cancer survivors, to serve as a powerful platform for breast cancer awareness, education, and community engagement.

The Pink October Games is the annual fundraiser for The Lewis Bethel Project, honoring breast cancer survivors, supporting those currently navigating their journey, and educating communities about prevention and early detection. During the three-day tournament, attendees can participate in survivor recognition ceremonies, access health and wellness resources, connect with breast cancer advocacy organizations, and shop the Pink Marketplace featuring local women-owned businesses.

“The Lewis Bethel Project provides resources to those impacted by breast cancer, including patients, families, and caregivers,” said Mashonda Paschal Gilmore, BSN, Med, Eds., executive director of The Lewis Bethel Project. “We gather women in a safe space to play a sport they love while bringing awareness and advocacy to breast cancer each year. We are thrilled to partner with Visit Greensboro for this year’s event and are excited to bring our athletes to experience their great community. With support and collaboration from organizations such as Second to Nature, Cone Health, BRCAStrong, and BeeCure, we know this year’s event will be tremendous.”

With thousands of athletes, coaches, families, and spectators traveling to Greensboro, the Pink October Games is expected to generate \$1 million in economic impact for Greensboro through increased hotel occupancy and patronage to local businesses.

“The Pink October Games combines Greensboro’s love of sports with a higher purpose of recognizing the impact breast cancer has on women throughout the nation,” said Anthony Cordo, chief executive officer of the Greensboro Area Visitors and Convention Bureau. “ We are honored to host this unique event that uses competition to facilitate important conversations about breast cancer advocacy, support resources, and shared learnings among participants and attendees.”

(more)

Female breast cancer is the second leading cause of cancer deaths in North Carolina, according to data from the North Carolina State Center for Health Statistics' Central Cancer Registry. The Centers for Disease Control and Prevention recommend women aged 40 to 74 who are at average risk for breast cancer receive a mammogram screening every two years to detect breast cancer in its early stages when it's easier to treat.

Organizations, sponsors, and community partners are invited to be part of this transformative event, helping to elevate women's sports while advancing awareness and support for those impacted by breast cancer. Email [info@thelewisbethelproject.org](mailto:info@thelewisbethelproject.org) to learn about how community partners can support this year's event.

Interested participants can sign up to compete in the 2026 Pink October Games at [www.thelewisbethelproject.org](http://www.thelewisbethelproject.org). For more information about breast cancer resources and support programs in North Carolina, visit the [North Carolina Breast and Cervical Cancer Control Program](#) online.

### **About the Greensboro Area Convention and Visitors Bureau**

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to market Greensboro's assets, maximizing economic impact while providing excellent visitor service. Travel and tourism generated nearly \$1.8 billion in Guilford County in 2024, employing more than 11,000 in travel-related jobs, according to "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.

### **About the Lewis-Bethel Project**

The Lewis-Bethel Project's Pink October Games event is a premier women's sports event dedicated to competition, community, and cause. Through its focus on breast cancer awareness and empowerment, the Invitational creates meaningful connections that extend far beyond the game.

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