

FOR IMMEDIATE RELEASE

Sacramento to “Light the Town Pink” This Fall in Support of Breast Cancer Awareness

Community campaign aims to transform 3,000 homes into beacons of awareness

SACRAMENTO, Calif. — September 2025 — Sacramento is set to glow pink this September and October as the community comes together to “Light the Town Pink” in recognition of Breast Cancer Awareness Month.

The campaign invites residents to display a pink light bulb at home or work as a visible show of solidarity with breast cancer survivors, their loved ones, and those currently in treatment. For every bulb distributed, a donation will be made to Albie Aware Breast Cancer Foundation, a local nonprofit that provides life-saving breast cancer testing, prevention education, advocacy, and support services.

Community partners KYMX MIX 96 and Bonney Plumbing, Electrical, Heating & Air have joined forces to help distribute bulbs throughout the Sacramento region, with the goal of seeing 3,000 homes shining pink this fall. There are three simple ways to take part: stop by any MIX event, book an appointment with Bonney, or request a bulb online at bonney.com.

“Something as small as a pink light can have a huge impact,” said Doug Carson, Founder, Albie Aware Breast Cancer Foundation. “It not only honors survivors and those currently fighting breast cancer, but it also fuels our ability to provide critical resources to people here in Sacramento who need them most.”

Bonney has also pledged a donation for every bulb distributed to ensure this campaign translates into direct support for Albie Aware’s programs.

“At Bonney, we’re proud to stand with our community in this effort,” said JR Pasion, CEO of Bonney. “Lighting the town pink is a visible reminder that no one faces breast cancer alone, and we’re honored to support Albie Aware’s mission in such a meaningful way.”

Organizers hope the glowing displays across Sacramento will spark conversations around early detection, ongoing research, and the importance of strong support networks. From neighborhood porches to local storefronts, Sacramento’s skyline could take on a new glow this fall in honor of survivors and their families.

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About Albie Aware Breast Cancer Foundation

Founded in memory of Albie Carson, Albie Aware Breast Cancer Foundation provides life-saving breast cancer screening, prevention education, advocacy, and patient support throughout the Sacramento region. The nonprofit is dedicated to ensuring that no one faces breast cancer

alone, offering resources, compassion, and hope to individuals and families impacted by the disease. Learn more at www.albieaware.org.

About Bonney Plumbing, Electrical, Heating & Air

Serving the greater Sacramento area for over 40 years, Bonney is a trusted name in home services, offering plumbing, electrical, heating, and air conditioning solutions. Bonney is committed to giving back to the community through partnerships and initiatives that support local nonprofits and strengthen the region. For more information, visit www.bonney.com.

Media Contact:

Mary Marini

(279) 789-0290

mmarini@powertenmarketing.com