



## Legislation Details (With Text)

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**Title:** WHEREAS, October is Breast Cancer Awareness Month, which aims to raise awareness about a disease that can be treatable, when caught early; and,

**Sponsors:** Theresa Kail-Smith, All Members

**Indexes:** PROCLAMATION - MRS. KAIL-SMITH

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| Date       | Ver. | Action By    | Action  | Result |
|------------|------|--------------|---------|--------|
| 10/31/2023 | 1    | City Council | Adopted | Pass   |

**WHEREAS**, October is Breast Cancer Awareness Month, which aims to raise awareness about a disease that can be treatable, when caught early; and,

**WHEREAS**, there are many ways to bring awareness to this disease, which in 2023 is estimated that there will be nearly 300,000 new invasive cases in women and an estimated 2,800 cases diagnosed in men; and,

**WHEREAS**, fundraising is one form of awareness and one that the Hard Rock Café Pittsburgh has been involved in year after year, alongside Hard Rock International who, for over 30 years, has raised hundreds of thousands of dollars for breast cancer research; and,

**WHEREAS**, Hard Rock International continues to support breast cancer awareness and research with its 24th annual PINKTOBER campaign, which took place throughout the month of October. Starting October 1, Hard Rock locations around the world participated in fundraising efforts supporting the Hard Rock Heals Foundation®, the charitable arm of Hard Rock®, with proceeds benefiting the American Cancer Society and local charities; and,

**WHEREAS**, Hard Rock has donated millions of dollars toward breast cancer research over the last 23 years of the PINKTOBER campaign. Last year, Hard Rock raised over \$1 million, representing the largest amount the company has fundraised since the inception of the program back in 2000; and

**WHEREAS**, most recently, Hard Rock Café Pittsburgh hosted Country for a Cure in honor of Breast Cancer Awareness Month and they continuously work side by side with the Women Who Rock foundation to create events to drive donations and spread awareness throughout Pittsburgh and the rest of the world; and,

**NOW, THEREFORE BE IT RESOLVED**, that the Council of the City of Pittsburgh does hereby commend Hard Rock Café Pittsburgh and Hard Rock International for its efforts to help combat breast cancer; and,

**BE IT FURTHER RESOLVED** that the Council of the City of Pittsburgh does hereby declare, Tuesday, October 31, 2023 to be “**Hard Rock Day**” in the City of Pittsburgh.