



NEWS RELEASE

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Bergstrom Automotive raises \$40,750 to support Breast Cancer Research programs at the the Medical College of Wisconsin

Appleton, WI (October 5, 2024) - On October 4 and 5, Bergstrom Automotive hosted Drive for A Cure in Appleton, Green Bay and Oshkosh to support breast cancer research programs in Wisconsin. **This year, the events raised \$40,750.** Of that amount, \$32,500 was generated from guest test drives and \$8,250 from donations and social media initiatives. This brings our Drive for A Cure grand total since inception to more than **\$660,000 donated for breast cancer research in Wisconsin.**

A special fleet of 100 Bergstrom cars, trucks, SUVs and EVs were available for anyone to test drive (21 years of age or older). For each mile driven, Bergstrom donated \$1 to the Medical College of Wisconsin (MCW) breast cancer research programs. Guests also enjoyed free food and refreshments and commemorative tee shirts and had an opportunity to write a special message on a vehicle to recognize a breast cancer survivor or in memory of someone.

“Thank you to all of the survivors, those battling breast cancer and supporters who attended the event,” states [John F. Bergstrom](#), Executive Chairman, Bergstrom Automotive. “We are extremely proud of our 500 team members who volunteered their time and grateful to our community for their unwavering support and contributions. Together, we are driving change and making a difference.”

One hundred percent of proceeds raised from the event are donated to MCW.

About Bergstrom Automotive

Bergstrom Automotive, headquartered in Neenah, Wisconsin, is one of the top automotive retailers in the U.S. and the largest dealer in Wisconsin. The company employs over 2,300 teammates statewide and is focused on delivering outstanding guest service. The Bergstrom

organization sells and services the following franchises: Acura, Alfa Romeo, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, FIAT, Ford, Genesis, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, Land Rover, Lexus, Lincoln, Maserati, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Ram, Sprinter, Subaru, Toyota, Volkswagen and Volvo in facilities located throughout the state of Wisconsin.

About the Medical College of Wisconsin Cancer Center

The Medical College of Wisconsin (MCW) Cancer Center is dedicated to translating research into patient care and reducing the cancer incidence and disparities in our community. We're taking on cancer's toughest challenges by mobilizing nationally recognized physicians and scientists, research-driven treatments, and offering over 260 active cancer clinical trials. As the only academic medical center in the distinct and populous eastern Wisconsin region, the center forges collaborations with more than 266 members who advance critical cancer-related discoveries. The MCW Cancer Center's clinical facilities include Froedtert Hospital, Children's Wisconsin, and the Clement J. Zablocki VA Medical Center.

About Breast Cancer*

- Breast cancer is the most common cancer in women in the United States, except for skin cancers.
- One out of eight women will be diagnosed with breast cancer in 2024—5,710 in Wisconsin.
- About 310,720 new cases of invasive breast cancer in women and approximately 2,790 cases in men will occur in 2024.
- 42,780 women and men are estimated to die from breast cancer in 2024— nearly 690 in Wisconsin.

*Data from the American Cancer Society, 2024

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