



## NEWS RELEASE

Contact: Linda Moorhead  
Bergstrom Automotive  
(920) 378-3007

### **Support Breast Cancer Research at the Medical College of Wisconsin at Bergstrom Automotive Drive for A Cure**

**Appleton, WI** (September 25, 2024) - On **Friday, October 4 and Saturday, October 5**, Bergstrom Automotive will host Drive for A Cure, a two-day event to support breast cancer research at the Medical College of Wisconsin (MCW) Cancer Center. This year, the event will be held as follows:

**Friday, October 4 ONLY** – Bergstrom Hyundai on Victory Lane at Interstate 41/Exit 139, Appleton

**Saturday, October 5** – Bergstrom Volkswagen at Interstate 41/Exit 116 in Oshkosh (South Washburn Street near the Outlet mall) AND

**Saturday, October 5** – Bergstrom Buick GMC Cadillac on Taylor Street Green Bay (new location this year)

From **9:00 a.m. until 3:00 p.m.** each day, a special fleet of 100 Bergstrom vehicles including EVs, trucks, SUVs, cars and luxury vehicles will be available to test drive. For each mile driven, Bergstrom Automotive will donate \$1 to breast cancer research at the MCW Cancer Center. No advance registration is necessary. Drivers must be 21 years of age or older with a valid driver's license.

Free food and refreshments will be available, and participants will receive a commemorative t-shirt. Raffle items will be available including autographed Packers merchandise.

Since inception, Bergstrom Automotive Drive for a Cure has raised more than \$620,000 for breast cancer research programs.

Bergstrom Hyundai is located at 3023 Victory Lane in Appleton, exit 139 off Interstate 41 & 15. Bergstrom VW is located at 3139 South Washburn Street, exit 116 Oshkosh (near the outlet mall). Bergstrom Buick GMC Cadillac is located at 301 N. Taylor Street (adjacent to Fleet Farm). Additional information is available at [bergstromauto.com](http://bergstromauto.com).

### **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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