

Ride for the Ribbon with Ward and Smith

October 3, 2018



October is Breast Cancer Awareness Month.

To celebrate, honor, and remember those affected by the deadly disease, dozens of bikers will be riding through Eastern North Carolina for the "Ride for the Ribbon" event. Participants will travel about 100 miles this Saturday, October 6, making stops in Washington, Kinston, and Winterville.

The annual ride begins at the Eastern Radiologist, Inc.

Breast Imaging Center in Greenville. The first bike out will start at 9:30 a. m. Registration for the fundraiser is still open. There's a \$30 fee, but passengers ride for free. You can sign-up [here](#).

Ward and Smith is proud to support "Ride for the Ribbon," which distributes net proceeds from the ride to local foundations that support breast cancer screenings, early detection programs, and provide assistance to breast cancer patients, both women and men, during treatment.

Breast Cancer Facts

According to the Centers for Disease Control and Prevention (CDC), approximately 237,000 cases of breast cancer are diagnosed in women each year in the United States, and about 2,100 in men. The risk of getting breast cancer goes up with age, with 61 years old being the average age of diagnosis for women, and between the ages of 60 and 70 for men. And while deaths from breast cancer have declined over the years, the disease remains the second leading cause of cancer death among women.