



For more information:  
Rick Jackson  
[Rick.Jackson@bwwb.org](mailto:Rick.Jackson@bwwb.org)

**BWWB SPONSORS “CLASSIC IN PINK” LUNCHEON TO PROMOTE BREAST CANCER AWARENESS  
EVENT FUNDS EDUCATION FOR WOMEN OF COLOR ON IMPORTANCE OF EARLY DETECTION**

**BIRMINGHAM, Ala.** (October 27, 2022) – The Birmingham Water Works Board (BWWB) Wednesday announced its support of The Classic in Pink Affair Luncheon VI, scheduled for Friday, October 28, 2022, at the downtown Sheraton Birmingham Hotel. The BWWB approved a \$10,000 co-sponsorship of the event which is hosted by the Birmingham Urban League.

For the past six years, the Classic in Pink Affair Luncheon has helped bring awareness to women in the African American community about the importance of early detection, self-examinations, genetic testing, and local resources that can assist them upon being diagnosed with such a devastating disease. The Urban League also partners through the event with the Birmingham Community Development Corporation (BCDC) whose member organizations provide aid to breast cancer survivors and their caregivers.

“Today, I’m honored to join today with the Birmingham Urban League and every Black Woman of color who has been impacted by Breast Cancer in moment of gratitude to the Birmingham Water Works Board as they, through their generosity, recognize the impact of Breast Cancer in the Black Community,” said State Representative Juandalynn Givan.

“Today is a victory for the groups we honor, such as Brenda’s Brown Bosom Buddies, PINK TOPS, Cancer Awareness Network, and Sister survivors,” she said.

The Birmingham Urban League expects more than 600 attendees at this week’s luncheon, making it one of the largest Classic Weekend events to be held in Birmingham on Friday.

“We are always looking for ways to expand our efforts of connecting with our customers with educational community engagement throughout the year,” says Birmingham Water Works Spokesman Rick Jackson. “With this contribution to breast cancer awareness, we’re pleased that our Board is demonstrating this utility’s commitment to illustrating the vital role that water plays in our lives, in particularly our health.”

**ABOUT BIRMINGHAM WATER WORKS BOARD:** Founded in 1951, the Birmingham Water Works Board serves 770,000 people in Jefferson, Shelby, Blount, St. Clair, and Walker counties. The BWWB operates four filtration plants, a certified testing laboratory, and has more than 4,000 miles of pipe in its

distribution network. For more information about the Birmingham Water Works Board, media inquiries, or tours of our museum, please call 205-244-4225 or visit [www.bwwb.org](http://www.bwwb.org).

Media Contact: [publicrelations@bwwb.org](mailto:publicrelations@bwwb.org) | 205-244-4225

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