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**FOR IMMEDIATE RELEASE**

**Tanger Outlets Grand Rapids Hosts TangerPink Bike Ride Event with Gilda’s Club Grand Rapids to Support Breast Cancer Awareness and Research Efforts, Oct. 3**

*West Michigan community is invited for themed activities, exclusive shopping deals and donation opportunities honoring 30th anniversary of supporting breast cancer research and awareness*

**Grand Rapids, MI (Sept. 26, 2024) – Tanger Outlets Grand Rapids** will host TangerPink Bike Ride on Thursday, Oct. 3 from 5 – 7:30 p.m. in honor of Breast Cancer Awareness Month. This event features TangerPink Vouchers sold onsite with all proceeds benefiting Gilda’s Club Grand Rapids, a DJ and light refreshments while bringing the community together to improve outcomes and save lives for those impacted by breast cancer. Attendees are encouraged to bring their pink gear, bike and helmet to the TangerPink Bike Ride Event!

Shoppers are also encouraged to donate a minimum of $10 to receive a special voucher with curated offers from more than 30 leading retailers, including Coach, Crocs, Columbia, J. Crew, Under Armour and more. All proceeds from Tanger’s online donation campaign directly benefit the Breast Cancer Research Foundation® (BCRF), the largest private funder of breast cancer and metastatic breast cancer research in the world and the highest-rated breast cancer research organization in the country.

At Tanger centers across the country, 100% of donations from both local and national fundraising efforts will go toward breast cancer research and programs.

The annual TangerPink campaign has raised over $18.9 million since 1994 in support of breast cancer efforts. Through our partnership with the BCRF since 2011, Tanger has funded over 92,000 hours of life-saving research. As TangerPink marks its 30th anniversary supporting breast cancer research and awareness, the West Michigan community is invited to make a lasting impact by joining the event at Tanger Grand Rapids and donating online through Oct. 31 for exclusive shopping deals.

**WHAT:** TangerPink Bike Ride Event

**WHEN: Thursday, Oct. 3, 2024**

5 – 7:30 p.m.

**WHERE:** Tanger Grand Rapids

 *Located in front of Nike and Coach*

 350 84th Street SW, Byron Center MI, 49315

**HOW:** The event is FREE and open to the public.

For more information on Gilda’s Club Grand Rapids visit [gildasclubgr.org](https://www.gildasclubgr.org/).

Donate directly to the Breast Cancer Research Foundation® at [tanger.com/pink](http://www.tanger.com/pink) to receive exclusive offers from Tanger Grand Rapids retailers.

Connect with Tanger Grand Rapids on [Facebook](https://www.facebook.com/TangerOutletsGrandRapids) and [Instagram](https://www.instagram.com/tangeroutletsgrandrapids/). For more information, visit [tanger.com/GrandRapids](https://www.tanger.com/grandrapids).

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