

The BD In Celebration of Her™ Program Surpasses \$1 Million in Support of the American Cancer Society

FRANKLIN LAKES, N.J. — Oct. 8, 2025— BD (Becton, Dickinson and Company) (NYSE: BDX), a leading global medical technology company, today announced a major milestone for the *In Celebration of Her™* program. Since its launch in 2014, the initiative has contributed more than \$1 million to the American Cancer Society (ACS) to support critical research and life-saving programs. This achievement underscores BD's long-standing commitment to advancing breast cancer awareness, early detection and patient support.



Turning Awareness into Action

This Breast Cancer Awareness Month, the BD Tempe, Arizona, facility will once again turn pink to spotlight the importance of prevention and early detection. On October 14, associates and their families will gather for an annual Pink Day tradition featuring:

- On-site mammography for associates and their families
- Silent auction to benefit the American Cancer Society
- Ceremonial check presentation celebrating the \$1 million milestone

"We are deeply grateful to BD and the *In Celebration of Her™* program for their contributions to this important cause," said Catherine Sebesta, executive director of the American Cancer Society in Arizona. "Their commitment directly supports our efforts to end breast cancer as we know it – for everyone – by funding groundbreaking research, patient support services and advocacy. We look forward to joining BD at Pink Day to celebrate the meaningful impact this partnership has had on people with cancer and their families nationwide."

On Oct. 25, BD will serve as presenting sponsor of the American Cancer Society Making Strides Against Breast Cancer of Phoenix Walk. Associates, families, and community members will unite to celebrate survivors, honor loved ones and raise funds to advance the fight against breast cancer.

"Mammography remains one of the most effective tools for early detection of breast cancer," said Dr. John Davis, Breast Surgical Oncologist who will attend Pink Day. "When breast cancer is found early, there are more treatment options and a better chance for survival. By raising awareness and funds, BD is empowering breast cancer patients and enabling them to receive access to the care they need."

Advancing Access to Cancer Care

These engagements are part of BD's broader efforts to strengthen access to care and resources for cancer patients nationwide.

Through its partnership with the American Cancer Society, for example, BD supports the Patient Navigator initiative, which helps reduce barriers to care and address health disparities through programs like ACS CARES™. BD is also a proud member and sponsor of the American Cancer Society National Breast Cancer Roundtable (NBCRT), where healthcare leaders collaborate to tackle the most complex challenges in breast cancer care and drive improvements in patient outcomes.

Furthering its impact, BD and the BD Foundation recently awarded a \$250,000 grant to the Susan G. Komen Patient Care Center (PCC). The PCC provides direct, individualized care and, through its national telehealth model, ensures patients across the U.S. can access high-quality breast care and critical resources.

BD supports these organizations as a trusted partner in breast biopsy care and is committed to remaining at the forefront of developing innovative technologies in this field. Its versatile portfolio supports physicians and patients across stereotactic, ultrasound, and MRI imaging modalities. Through these solutions, BD products support various procedural needs and enhance patient care.

For more information on BD's women's health solutions and the *In Celebration of Her™* program, visit <https://www.bd.com/en->

[us/programs/in-celebration-of-her](https://www.bd.com/us/programs/in-celebration-of-her).

About BD

BD is one of the largest global medical technology companies in the world and is advancing the world of health by improving medical discovery, diagnostics, and the delivery of care. The company supports the heroes on the frontlines of health care by developing innovative technology, services and solutions that help advance both clinical therapy for patients and clinical process for health care providers. BD and its more than 70,000 employees have a passion and commitment to help enhance the safety and efficiency of clinicians' care delivery process, enable laboratory scientists to accurately detect disease and advance researchers' capabilities to develop the next generation of diagnostics and therapeutics. BD has a presence in virtually every country and partners with organizations around the world to address some of the most challenging global health issues. By working in close collaboration with customers, BD can help enhance outcomes, lower costs, increase efficiency, improve safety, and expand access to health care. For more information on BD, please visit [bd.com](https://www.bd.com) or connect with us on LinkedIn at www.linkedin.com/company/bd1/, X (formerly Twitter) [@BDandCo](https://twitter.com/BDandCo) or Instagram [@becton_dickinson](https://www.instagram.com/becton_dickinson).

Contacts:

Media:

Fallon McLoughlin
Director, Public Relations
201.258.0361
fallon.mcloughlin@bd.com

Investors:

Adam Reiffe
Sr. Director, Investor Relations
201.847.6927
adam.reiffe@bd.com

<https://news.bd.com/2025-10-08-The-BD-In-Celebration-of-Her-TM-Program-Surpasses-1-Million-in-Support-of-the-American-Cancer-Society>