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Pinktober 2025 Kicks Off as Cancer Support VI Marks Two Decades of Advocacy and Financial Assistance

Since 2005, the nonprofit has provided more than \$6 million in aid to over 4,800 cancer warriors. This year's Pinktober aims to raise \$900,000 through territory-wide events, with every dollar supporting patients and families in the Virgin Islands.

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Left Lane Cyclers supporting Pinktober.

Cancer Support Virgin Islands (CSVI) has launched its 12th Annual Pinktober campaign, a month-long series of events, community initiatives, and fundraising drives dedicated to supporting individuals and families affected by cancer across the territory. This year's campaign also coincides with a major milestone: CSVI's 20th anniversary of service.

Founded in 2005, CSVI has provided more than \$6 million in assistance to over 4,800 cancer warriors throughout the Virgin Islands. The nonprofit has become a crucial resource for patients and families by offering advocacy, outreach, financial aid, and practical support such as medical treatment costs, travel expenses, and essential living assistance.

Pinktober has become a cornerstone of community involvement each October, uniting schools, businesses, and residents in raising both awareness and funds. For 2025, CSVI has set an ambitious goal of raising more than \$900,000 to sustain and expand its services.

“Cancer doesn’t wait, and neither can we,” said CSVI Director Barb Michaud. “For 20 years, our communities have rallied around cancer warriors, ensuring they are never alone in their journey. Pinktober is both a celebration of that legacy and a call to action for the future.”

The campaign depends entirely on the generosity of donors and community partners, with every dollar raised staying in the Virgin Islands. Local businesses, churches, schools, and organizations are encouraged to participate as “Partners with a Purpose” by hosting events, selling CSVI pink logo pins, or joining the “Give Cancer the Boot” initiative.

Throughout October, Pinktober events will be hosted across the territory, offering opportunities for all ages and interests to get involved. Highlights include pink drink specials, specialty dinners and brunches, Pink Out volleyball games, pickleball tournaments, art and fitness classes, and pumpkin carving. Workplaces and schools are also planning fundraisers and awareness activities as part of the wider campaign.

A full calendar of Pinktober events and information on how to contribute is available at www.cancersupportvi.org.