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WonderWorks Destiny Invites Guests to “Think Pink” This October for Breast Cancer Awareness Month

Fundraising events, creative activities, and community giveaways will support Making Strides of Syracuse and local breast cancer survivors

SYRACUSE, New York - (October 9, 2025) – There are a lot of things that October is synonymous with, including Breast Cancer Awareness Month. This month, WonderWorks Destiny is inviting the CNY community to join them in raising awareness about this critical issue. They will be offering several opportunities for guests to participate over the next several weeks, helping to raise awareness, as well as funds, to support the fight against the condition that affects so many.

“We’re excited to continue our partnership with Making Strides of Syracuse for a second year! Come play at WonderWorks this month to benefit a great cause,” said Jon Cascella, general manager at WonderWorks Destiny.

Throughout October, WonderWorks Destiny is joining the recognition of Breast Cancer Awareness Month. Visitors can show their support and help raise funds for Making Strides of Syracuse, a breast cancer walk taking place in Clinton Square on October 19, 2025, by rounding up to the nearest dollar when purchasing admission tickets at the door. Destiny USA shoppers can also purchase a "Think Pink" t-shirt from The Wonder Shop, with 5% of proceeds going to the walk.

Additional opportunities to get involved in October include getting creative and giving back with a pop-up activity being held in the lobby every Saturday, from 1-3 pm. Guests can stop by and create cards for local breast cancer patients, survivors, and their families. WonderWorks is spreading the love even further with a ticket giveaway—one local breast cancer survivor will win a family 4-pack of admission tickets to Syracuse’s favorite upside-down attraction. Nominate a deserving survivor and their family by submitting an [email](#) or sending a direct message on [social media](#) through October 31, 2025.

To make a donation to Making Strides of Syracuse or register to participate in the walk, visit the site at:

https://secure.acsevents.org/site/TR/MakingStridesAgainstBreastCancer/MSABCCY25NER?pg=entry&fr_id=110774.

The National Cancer Institute estimates that there will be nearly 317,000 new cases of breast cancer diagnosed in the U.S. in 2025. They report that 13% of women will be diagnosed with it in their lifetime, and there are currently over 4 million women in the country living with breast cancer.

“STEM is the driving factor in cancer research, so it’s only fitting that we join the fight here at WonderWorks!” said Anthony DeFrank, education sales coordinator at WonderWorks Destiny. “October holds tons of exciting ways to get involved.”

Beyond October, WonderWorks strives to give back to the Syracuse community throughout the entire year. They hold numerous fundraisers for various causes, including several during the holiday season. Watch for their Giving Tuesday round-up program, as well as the toy drive that supports Toys for Tots by providing items to give to local families during the holiday season. WonderWorks also works with local schools and non-profit organizations to host fundraisers and spirit events. The sales team works closely with the organizers of the group to help create a customized fundraiser and assist them in reaching their goals. To get more information about setting up a fundraiser, visit the site at: <https://www.wonderworksonline.com/destiny/fundraisers/>.

WonderWorks Destiny offers a variety of educational programs and promotions throughout the year for local students and families to enjoy. It also offers group rates, scout weekends, homeschool days, an art contest, and corporate events. They have over 100 interactive exhibits covering topics such as extreme weather, space exploration, light and sound, and more. They offer a thrilling indoor ropes course, an Imagination Lab, an illusion art gallery, and a Physical Challenge Zone, including the Bed of Nails, virtual roller coaster simulator, 4D XD motion theater, and more. For more information, visit the site at: <https://www.wonderworksonline.com/destiny>.

About WonderWorks

WonderWorks, a science-focused indoor amusement park, combines education and entertainment into one venue. With over 100 hands-on exhibits, there is something unique and challenging for all ages. Feel the power of 71 mph hurricane-force winds in the *Hurricane Shack*. Make life-sized bubbles in the *Bubble Lab*. Get the NASA treatment and experience zero gravity in the *Astronaut Training Gyro*. Nail it by lying on the death-defying *Bed of Nails*. WonderWorks is in Orlando, Pigeon Forge, Panama City Beach, Myrtle Beach, Syracuse, and Branson. For more information, visit [WonderWorksDestiny.com](https://www.wonderworksdestiny.com), and follow @WonderWorksDestiny on [Facebook](#), @WonderWorksDUSA on [X \(Twitter\)](#), @WonderWorks_dusa on [Instagram](#), and @WonderWorksOfficial on [TikTok](#).

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Source:

National Cancer Institute. *Cancer Stat Facts: Female Breast Cancer*.
<https://seer.cancer.gov/statfacts/html/breast.html>