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Science, Strength, and Support: WonderWorks Pigeon Forge Recognizes Breast Cancer Awareness Month

With STEM-focused exhibits and heartfelt community initiatives, the attraction is raising awareness and hope for survivors and families

PIGEON FORGE, Tenn. (October 9, 2025) – With October being Breast Cancer Awareness Month, it's the perfect time for those in the Pigeon Forge, Tenn., area to get involved in the fight against the condition impacting so many lives. WonderWorks Pigeon Forge is leading the charge in raising awareness and funds to support the cause, and they invite the public to join them in this effort, offering several options for participation.

"There are so many incredible STEM professionals working towards breast cancer prevention, diagnostics, and treatments," said Ellen Holland, education sales manager at WonderWorks Pigeon Forge. "Since our attraction focuses heavily on the wonders of STEM, it's only fitting that we raise awareness and spread resources during Breast Cancer Awareness Month! Come get involved!"

WonderWorks Pigeon Forge has a full October filled with fun opportunities to recognize Breast Cancer Awareness Month. To join the fight, they will be holding several fundraising opportunities that the public can take part in, as well as offering a pop-up activity in the lobby and giving away a family 4-pack of tickets to a local family with a breast cancer survivor.

Throughout October, WonderWorks will be hosting a fundraiser to benefit Cancer Support Community East Tennessee, a local organization that provides support to those affected by cancer. Their services are provided to people free of charge. The public can contribute to the fundraiser and get involved in the fight by purchasing a "Think Pink" t-shirt in The Wonder Shop, with 5% of the proceeds going to the organization. Additionally, they can round up their purchase to the nearest dollar when buying tickets at the door. All collected funds will be directed to the organization and used to support local patients with breast cancer, survivors, and their families.

Those looking to get creative and give back can participate in the card making pop-up activity being held in the lobby at WonderWorks Pigeon Forge for one week. From October 5 to 11, 2025, the public will have the opportunity to stop by and create special sentimental cards for local cancer patients and survivors, as well as their families. Little gestures like these go a long way toward providing people with hope and kindness,

while letting them know their neighbors are thinking of them and wishing them a full recovery.

To continue spreading the love, WonderWorks Pigeon Forge is giving away a set of four tickets to a local family that has a breast cancer survivor. They are accepting nominations through October 31, 2025 for the deserving survivor and their family via [email](#) or a direct message on [social media](#). Cancer Support Community East Tennessee is an organization that helps local patients and survivors of breast cancer. To learn more about the organization or to make a donation, visit the site at: <https://www.cancersupportet.org/>.

According to the Centers for Disease Control and Prevention, breast cancer is the second leading cause of cancer in women (with skin cancer being the first). It is also the second leading cause of cancer death among women in the U.S. They report that the main risk factors are simply being a woman and getting older.

“Our team is ready to think pink! We’re offering plenty of easy ways for you to join the fight against breast cancer this month,” said Joe Baumgartner, general manager at WonderWorks Pigeon Forge.

Throughout the year, WonderWorks Pigeon Forge commits to giving back to the Smoky Mountains community through various fundraisers. Keep an eye out for some of their upcoming fundraisers, which will take place during the holiday season, including the Giving Tuesday round-up campaign and a toy drive to benefit the Toys for Tots program. They also provide an excellent place for hosting local school and non-profit organization fundraisers and spirit events. To help ensure that organizers meet their fundraising goal, the team at WonderWorks Pigeon Forge works closely with them to customize an event. To learn more about setting up a fundraiser, visit the site at: <https://www.wonderworksonline.com/pigeon-forge/fundraisers/>.

With over 100 interactive hands-on exhibits for guests, there's something for everyone inside the famous upside-down building. It offers the perfect spot for family fun, gatherings with friends, sports team bonding, class field trips, holiday parties, and more. There is a wealth of fun and engaging activities for guests to explore. With over 42,000 square feet of “edutainment,” WonderWorks is an indoor amusement park for the mind. The over 100 hands-on exhibits include physical challenges, space discovery replicas, natural disaster simulators, a light and sound zone, and a far-out art gallery. WonderWorks Pigeon Forge is open daily from 9:00 a.m. to 9:00 p.m. this fall, with the last ticket sold one hour before closing. For more information, visit <https://www.wonderworksonline.com/pigeon-forge/>.

About WonderWorks

WonderWorks, a science-focused indoor amusement park, combines education and entertainment. 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 giant, life-sized bubbles in the *Bubble Lab*. Get the NASA treatment in the *Astronaut Training Gyro* and experience zero gravity. Nail it by lying on the death-defying *Bed of Nails*. Conquer your fear of heights on the indoor *Glow-In-The-*

Dark Ropes Course. To learn more, visit WonderWorksTN.com, and follow @WonderWorksTN on [Facebook](#) and [X \(Twitter\)](#), @WonderWorks_TN on [Instagram](#), and @WonderWorksOfficial on [TikTok](#).

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Source:

Centers for Disease Control and Prevention. *Breast Cancer Statistics*. June 2025.

<https://www.cdc.gov/breast-cancer/statistics/index.html>