

**FOR IMMEDIATE RELEASE****GARDNER WHITE GOES ‘ALL IN’ TO CHAMPION BREAST CANCER AWARENESS MONTH**

**Detroit, MI (October 8, 2025)** --- Gardner White is going “all in” this October for Breast Cancer Awareness Month, joining forces with partners and the community to support those impacted by breast cancer. According to the American Cancer Society, one in eight women in the U.S. will be diagnosed with breast cancer in her lifetime. As a proud Michigan-based business, Gardner White is partnering with the American Cancer Society, BEDGEAR and Serta to shine a light on the fight against breast cancer, both literally and figuratively. From illuminating its stores in pink to donating comfort-enhancing products and providing important funding, Gardner White is committed to bringing awareness, hope and support to those affected by breast cancer across Michigan and beyond.

“We believe in the power of community and compassion, and we are deeply committed to supporting the fight against cancer,” said Rachel Stewart, CEO of Gardner White. Through our partnerships with the American Cancer Society and industry leaders like BEDGEAR and Serta, we’re proud to offer comfort, care, and a reminder that no one fights alone.”

**Gardner White Stores “Go Pink” in Honor of Breast Cancer Awareness Month**

Gardner White is proudly showing its support for Breast Cancer Awareness Month by “going pink” this October. Gardner White store locations across Michigan will be illuminated in pink throughout the month to inspire hope, provide support and bring awareness to the cause. Additionally, GW HOME, located in Downtown Detroit, will feature a beautiful pink ribbon displayed in the second-story window of its store.

**Gardner White, BEDGEAR and American Cancer Society Partnership**

Gardner White is partnering with BEDGEAR this October to support the American Cancer Society. For every BEDGEAR purchase made at any Gardner White store on October 25 and 26, BEDGEAR will donate a seatbelt pillow to the American Cancer Society, the country’s leading cancer-fighting organization. These specially designed seatbelt pillows provide an added layer of comfort for long car rides and help reduce discomfort following chest surgeries, offering relief and support to those who need it most.

**Gardner White, Serta and American Cancer Society Partnership**

Earlier this year, Gardner White announced the continuation of its partnership with Serta for the second consecutive year to support the American Cancer Society. Gardner White and Serta Restokraft Mattress will donate a portion of every Serta mattress sale through December 31, 2025, to support the American Cancer Society.

All Serta mattresses at Gardner White are made in Michigan. As Michigan's largest Serta mattress retailer in the state, Gardner White offers a vast selection of Serta mattress models in all 20 stores throughout Michigan and online at [Gardner-white.com](https://www.gardner-white.com). Every Serta mattress is backed by Serta's 10-year limited warranty.

### **Gardner White's 10-year Gift Commitment to the Rogel Cancer Center**

In 2023, Gardner White announced a 10-year gift commitment to the Rogel Cancer Center to support enhancements to the Breast Care Program that will impact the patient experience. The gift, which includes investments in nurse navigators to assist patients in their care journey, updated technology including enhanced mammography machines, survivorship resources for patients following cancer treatment, access to specialists, and more, will support and streamline the patient experience from first diagnosis through last treatment and beyond.

Gardner White is a proud 113-year family owned and operated business headquartered in Warren, Michigan. Rooted in providing customers quality products, great value and innovative services, Gardner White is dedicated to the communities they serve and is the proud presenting sponsor of America's Thanksgiving Parade, and Official Furniture and Mattress Store of the Detroit Lions. With 20 stores around the state, Gardner White is the only Michigan furniture and mattress store to provide same-day delivery and nighttime delivery for busy working families. From designer brands to budget-friendly finds, Gardner White truly has something for every style and every price point. For more information, visit [www.gardner-white.com](https://www.gardner-white.com).

### **About Gardner White**

Family-owned and operated for 113 years across four generations, Gardner White is Michigan's #1 furniture and mattress retailer with 20 stores around the state and parent company to GW HOME. Headquartered in Warren, Michigan, Gardner White is rooted in providing customers quality products, great value and innovative services, and is deeply dedicated to the communities they serve. Gardner White is the presenting sponsor of America's Thanksgiving Parade and was recently named Top 100 Retailer in the United States, and Best Places to Work by Furniture Today and Crain's Detroit Business. For more information, visit [www.gardner-white.com](https://www.gardner-white.com) and follow us on [Instagram](#), [Facebook](#), [Pinterest](#), [YouTube](#) and [X](#).

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