

Crown Reef Beach Resort and Waterpark Goes Pink for Breast Cancer Awareness

MYRTLE BEACH, SC, UNITED STATES, October 14, 2025 /EINPresswire.com/ -- In honor of Breast Cancer Awareness Month, [Crown Reef Beach Resort and Waterpark](#) is proudly illuminating the exterior of its resort with pink lights every evening throughout October. This powerful visual display serves as a tribute to those affected by breast cancer and shows the resort's commitment to supporting breast cancer research and awareness through the [American Cancer Society's Making Strides Against Breast Cancer](#) campaign.



Crown Reef is lit up pink for the month of October for breast cancer awareness.

Crown Reef Beach Resort and Waterpark and [Vacation Myrtle Beach](#) resorts have been actively raising funds throughout the month to contribute to breast cancer research and patient support initiatives.

“

We are incredibly proud to light our resort pink and contribute to the fight against breast cancer.”

Matt Klugman

Crown Reef was also honored to serve as the host site for the American Cancer Society's Making Strides Against Breast Cancer Beach Walk, which took place on October 11, 2025. The event saw over 250 registered participants, with more than 45 teams and 66 registered breast cancer

survivors walking together to raise awareness and support. This year, the campaign anticipates raising over \$45,000 community-wide to support lifesaving breast cancer research and patient care programs.

"We are incredibly proud to light our resort pink and contribute to the fight against breast cancer," said Matt Klugman, Chief Operating Officer at Vacation Myrtle Beach. "This cause is deeply personal to many of our guests and team members, and we are committed to standing with survivors and those currently battling this disease."

Crown Reef Beach Resort and Waterpark, located at 2913 S. Ocean Blvd in Myrtle Beach, will continue to proudly light up the night in pink, a display visible from the Boulevard throughout the month of October.

###

Vacation Myrtle Beach is Myrtle Beach's largest all-oceanfront resort group comprised of the most exciting, fun-filled, and enjoyable places ever to experience a beach vacation! With

nearly 3,000 accommodations ranging from hotel rooms and suites, to one-, two-, three-, and four-bedroom condos, Vacation Myrtle Beach offers an option for families, friends and other groups of all shapes and sizes. Vacation Myrtle Beach resorts feature the best amenities and are the premier place for FUN on the East Coast. With resort waterparks, dozens of pools, lazy rivers, hot tubs, and other water features, entertainment centers, and all of the dining options you could ever want, you'll never have such a great time without leaving the resort! Look no further than Vacation Myrtle Beach to create lasting memories and the best vacation experience ever for your family and loved ones!

Matt Klugman

Vacation Myrtle Beach

+1 843-945-4352

[email us here](#)

Visit us on social media:

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)



Crown Reef lights up the night with pink lights all month long.

This press release can be viewed online at: <https://www.einpresswire.com/article/858185775>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.