

Blood Cancer United

Light The Night

JANUARY 10, 2026, VICTOR, NY — What's Happenin' Cares, Inc. (WHC) today announced that [**Blood Cancer United**](#) will serve as the official charity benefitting this year's What's Happenin' Cares Charity Golf Tournament at Firestone, honoring [**William Miceli**](#) of [**Pulse Technology**](#), who has been courageously battling lymphoma for the past four years.

The 2026 tournament, set for [**August 9-10 at Firestone Country Club**](#) in Akron, Ohio, will bring together office equipment resellers, manufacturers, software providers, leasing partners, and other industry professionals for two days of golf and fundraising in support of Blood Cancer United's mission to advance research and support for blood cancer patients and their families.

“We are honored to support Blood Cancer United and to recognize William’s perseverance and his family’s leadership in our channel and his personal fight against lymphoma,” said Andy Slawetsky of What’s Happenin’ Cares. “William’s story is familiar to many in our community, and we hope this event will raise both funds and awareness for blood cancer research and patient support.”

What's Happenin' Cares launched its inaugural charity golf tournament in 2025 at Oakland Hills Country Club, drawing **128 golfers, 51 dealers, and 28 vendor partners**, and raising nearly **\$250,000 for the American Cancer Society**. This year's event aims to build on that momentum while supporting a cause that resonates both personally and professionally with many in the industry.

Blood Cancer United, formed from the merger of the Leukemia & Lymphoma Society's major programs, focuses on accelerating treatments and improving outcomes for patients with blood cancers, including leukemia, lymphoma and myeloma. Since 1949, this organization has spent over \$1.9 billion and currently is funding research on bone, brain, breast, liver, melanoma, prostate, skin and a dozen other cancers

The What's Happenin' Cares Firestone Event will feature golf on Firestone's iconic courses, networking opportunities, and community-building functions throughout the two days. Additional details on registration and sponsorship opportunities will be released in the coming weeks.

For more information about the event or how to support Blood Cancer United through this year's tournament, visit whcares.org or contact andy@industryanalysts.com.

About What's Happenin' Cares, Inc.

What's Happenin' Cares, Inc. is a 501(c)(3) nonprofit organization established as the charitable arm of Industry Analysts, Inc., publisher of *What's Happenin'*. The organization operates independently and is governed by its own board of directors, which includes industry professionals as well as independent members not affiliated with Industry Analysts. What's Happenin' Cares was created to bring the office technology and imaging channel together in support of meaningful charitable initiatives.

SOURCE What's Happenin' Cares