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Jason Aldean on Supporting Breast Cancer Research: 'It's Something I Would Never Want to See the Women In My Life Go Through'



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For Jason Aldean, the work he does helping to fight breast cancer is personal.

"I have a wife. I have two daughters," Aldean tells PEOPLE. "I have a mother, a stepmom, a sister ... I mean I have women in my life that are very important and to me, it's something I would never want to see them go through."

The singer has helped raise \$2.3 million dollars for Susan G. Komen over the past 10 years – and he says it's been his most rewarding project.

"I feel like we've accomplished something pretty special," he says.

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In fact, Aldean, 38, was inspired to act after seeing the devastating effects of breast cancer first-hand.

"My best friend lost his wife to breast cancer and she was in her very early thirties," says Aldean. "I was there. I watched it all go down. I watched him deal

with that and her go through it and her leaving behind two daughters. That to me was sort of an eye-opener."

So for the past 10 years, Aldean has performed special concerts to fund the cause. This year, he's taken it a step further. In addition to donating concert proceeds, Aldean has also been hosting breast cancer survivors at every tour stop and given them the VIP treatment.

"We have survivors come out to every show," says Aldean. "They get there early and get to see the stages going up and just all the craziness that's goes on around the show. Then we eat dinner together and they get a front-row seat. They get the red carpet laid out for them, and it's been great."

But the best part is how inspiring it's been – for him.

"I've learned just how strong people are," says Aldean. "A lot of these people I've met just have this will to not let anything beat them. They refuse to give in and they want to live life. They've got kids and grandkids and husbands to fight for. It's cool to see and hear their stories. It just shows you how big the human spirit can be sometimes."

Aldean's 10th Annual Concert for the Cure is scheduled for Oct. 24 at Coral Sky Amphitheatre, in West Palm Beach, Florida.