

CAL FIRE NEWS RELEASE

California Department of Forestry and Fire Protection



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RELEASE
DATE: October 21, 2013

CAL FIRE Cares Enough to Wear Pink **Pink Ribbons Worn to Show Support for Battle Against Cancer**

Sacramento – Like millions of Americans, firefighters and their families are affected by cancer every year. For the next week, CAL FIRE is joining fire and police departments across the nation to show their support for the battle against cancer by wearing special CAL FIRE shirts with pink ribbons on them. Raising awareness and money for cancer research, CAL FIRE’s 2013 “Cares Enough to Wear Pink” campaign runs October 20 - 26 and is part of October’s National Breast Cancer Awareness Month, when wearing pink signifies support for breast cancer research.

“For the past several years CAL FIRE firefighters have proudly helped raise awareness for such an important cause,” said Chief Ken Pimlott, CAL FIRE director. “The shirts we are wearing are just a small sign of support for an important battle.”

Proceeds from the T-shirt sales generated by CAL FIRE employee's voluntary participation are donated to cancer research related non-profit organizations.

CAL FIRE is one of the largest fire departments in the nation and the over 7,000 men and women of the department have an opportunity to make a significant contribution to this worthwhile effort by voluntarily joining in on the "Cares Enough to Wear Pink" campaign. CAL FIRE is proud to help raise funds to find a cure and send a strong message of hope to those suffering from this disease.

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Note: Download a couple photos of CAL FIRE personnel wearing their t-shirts by clicking the links below:

http://www.fire.ca.gov/communications/CaresForPink2013/8120168703_453360dbfc_o.jpg
http://www.fire.ca.gov/communications/CaresForPink2013/8123591997_cc7888ea38_o.jpg
http://www.fire.ca.gov/communications/CaresForPink2013/8129639861_463456391e_o.jpg