

Date: October 12, 2011

From: Victoria Firefighters

Victoria Firefighters Wear Pink in Support of the Fight Against Breast Cancer

The campaign has Victoria Firefighters wearing pink T-shirts, for the month of October, in hopes of raising awareness for Breast Cancer. The slogan for our shirts is "For a Cure", in which we as firefighters will also try to raise some funding for Breast Cancer.

In fact, firefighters from across Canada and the USA will be wearing the pink t-shirts to support to the cause as part of the efforts. In Canada, breast cancer continues to be the most frequently diagnosed cancer with as many as 23,200 new cases diagnosed in 2010. Breast Cancer is the second leading cause of cancer mortality among women, and is expected to take the lives of 5,400 Canadian women, this year alone.

Local 730 Firefighters Union and with the support of Fire Department Administration are hoping to raise not only awareness but also \$1500.00 towards the cause. Funds will be raised thru donations and auction at the end of the month. All proceeds will be going to the Canadian Breast Cancer Foundation.

Over the course of our lives we have been stricken by this disease or some form of cancer. Whether it has been family, coworkers or simply lifelong friends, we hope that by wearing these t-shirts it will further increase the awareness in the community and that this display of support by the t-shirts will encourage or inspire those battling breast cancer or any other form of cancer.

If you would care to donate please direct your funds to the Canadian Cancer Society at: www.cbcf.org/en-US/home.aspx or you can contact 604-683-2873