

2012 Care Enough to Wear Pink Campaign Underway



PRESS RELEASE
FOR IMMEDIATE RELEASE

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2012 CARE ENOUGH TO WEAR PINK CAMPAIGN IS UNDERWAY

GREAT FALLS, Montana – Great Falls Fire Fighters, IAFF Local #8, are excited to be taking part in their third annual *Care Enough to Wear Pink* Campaign in October. Starting Monday and for the next two weeks (October 1-15), in support of National Breast Cancer month, local fire fighters will be wearing *Care Enough to Wear Pink* shirts instead of their normal work uniform to provide an image of hope and encouragement to those who have had or are currently battling cancer. In addition, during the month of October fire fighters will be selling the *Care Enough to Wear Pink* t-shirts as a fundraiser for local charities.

Throughout the month of October, *Care Enough to Wear Pink* shirts will be sold for \$20 at the following locations:

- What Women Want Expo – Friday, October 12 & Saturday, October 13
- Peak Health and Wellness – 1800 Benefis Court
- Benefis Sletten Cancer Institute – 1117 29th Street South
- The Shops at Benefis (East & West Campuses)
- Blue Rose – 419 Central Avenue
- Kaufman's Menswear – 411 Central Ave

Proceeds from the t-shirt sales will benefit local charities including - Benefis Health System Foundation, Benefis Sletten Cancer Institute and Women Against Breast Cancer. Over the past two years the *Care Enough to Wear Pink* Campaign has raised \$19,000 through generous community support. This year IAFF Local #8 has set the goal

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of raising \$15,000!

Care Enough to Wear Pink is a national campaign supported by the International Association of Fire Fighters. Fire fighters don't just put out fires they are dedicated to saving lives. And the *Care Enough to Wear Pink* campaign is a perfect way for Local #8 to demonstrate their commitment to the local community and their fight against cancer.

When David Van Son, IAFF Local #8 President talks about the campaign he has this to say, "It's hard to believe that this is our third year of the *Care Enough to Wear Pink* Campaign! The community has been tremendous supporters. As fire fighters we feel it is extremely important to show our support for breast cancer awareness and cancer survivors – that's what wearing the shirts is all about."

To learn more about the local 2012 *Care Enough to Wear Pink* Campaign visit the Great Falls Fire Fighters Facebook page or contact David Van Son, IAFF Local #8 President at 406-868-2643.

About the Local Charities

Benefis Health System Foundation's mission is to improve and enhance healthcare services for people throughout Northcentral Montana. The Foundation raises money to provide state-of-the-art facilities and equipment for the Benefis Health System and helps ensure that all patients receive the care they deserve regardless of their ability to pay

Benefis Sletten Cancer Institute provides services that address the mental, physical and spiritual needs of cancer patients. Their mission is to deliver superior cancer treatment, services and support through comprehensive programs that integrate caring for patients with research, education and compassion. It is the only health care provider in the region to offer the latest in cancer research, medicine and technology.

Women Against Breast Cancer (WABC) is a local community organization, which was started 14 years ago to provide breast cancer awareness, prevention and support for the residents of Great Falls and Cascade County. Through donations, fundraisers and an annual golf tournament they are able to provide funding for items such as mammograms, medical and preventative care as well as local education programs. WABC also offers support and encouragement while patients are undergoing cancer treatment and provides wigs as well as travel and childcare assistance.

Supporting Documents



[Press Release - 2012 Care Enough to Wear Pink](#) (330 KB) (PDF)

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