

## **First Florida Agency to Participate in Pink Patch Project** **Wednesday, September 27, 2017**

The Pink Patch Project (PPP) is an innovative public awareness campaign designed to raise awareness on the fight against breast cancer and to support cancer research organizations in combating this devastating disease. Titusville Police are expecting to raise over \$2500.00 for the American Cancer Society during the month of October.

### **PURPOSE:**

- Raise *awareness* about breast cancer and the importance of early detection and treatment.
- Raise *funds* for cancer research, treatment and education.

### **WHAT IS THE PINK PATCH PROJECT?**

Starting in California, It is now a collaborative effort between public safety agencies from across the nation, raising close to \$325,000.00 last year Nationwide!

The program centers on vibrant Pink colored versions of the public safety employee's uniform patch. These bright pink patches are specially designed by each participating agency specifically for their participation in the "PPP" campaign.

Titusville's pink police patches are intended to stimulate conversations with the community and encourage discussion about the importance of early detection and treatment in the fight against this disease. The Titusville Police Pink patches were purchased and donated by the Titusville Police Youth Foundation (PAL), a non-profit entity.

### **HOW THE PUBLIC CAN SUPPORT THE PINK PATCH PROJECT:**

A citizen can obtain a Titusville Pink Patch by donating \$10.00, while supplies last, at the Police Department, 1100 John Glenn Boulevard, Titusville, Florida 32780, Monday-Friday, between 8am-5pm.

*100% of proceeds go to the American Cancer Society. A check presentation will be publicly made at the end of October.*

We encourage our citizens to take pictures of their pink patch and use the hashtag: **#PinkPatchProject** on their social media to help promote this initiative!



Pink Patch