

October 6, 2014

Fire fighters wear pink and sell t-shirts for breast cancer awareness in October

For the second year, members of Campbell River's Fire Rescue crews will wear pink in October to promote breast cancer awareness – and you can support the cause by buying a pink t-shirt.

Throughout the month, members of the Fire Department will wear pink t-shirts instead of their navy blue uniform to show their support for Breast Cancer Awareness Month and the fight for a cure. Anyone may purchase a pink fire fighter t-shirt for \$20 at the No. 1 Fire Hall located at 675-13th Avenue. All proceeds from the sale of the t-shirts will go to the Canadian Breast Cancer Foundation.

Fire fighters exposed to carcinogens and other chemicals while on the job are disproportionately diagnosed with breast cancer – just one of many cancers linked to the work fire fighters do.

“Our members are highly motivated to support the Canadian Breast Cancer Foundation to raise awareness for breast cancer research and to join the fight for a cure,” says Stewart Dumont, fire fighter and president of IAFF Local 1668, the Campbell River Local of the International Association of Fire Fighters.

“Fire fighters dressed in bright pink start a conversation, so all across the United States and Canada, IAFF members are suiting up in pink to raise awareness and fight breast cancer— just one of the many ways fire fighters show support for the fight against breast cancer,” adds Deputy Fire Chief Thomas Doherty. *“Your Campbell River fire fighters encourage everyone in the community to participate in breast cancer awareness and prevention activities.”*

For more information, please contact Campbell River Fire Rescue at 250-286-6266 or visit the Canadian Breast Cancer Foundation website: <http://www.cbcf.org/bc>

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