

October 1, 2015

Fire fighters wear pink for breast cancer awareness in October

This October, members of Campbell River's Fire Rescue crews will once again swap their navy blue uniforms for bright pink T-shirts to raise awareness and show support for the fight against breast cancer.

Throughout October, members of the Fire Department will wear pink T-shirts while on duty to show their support for Breast Cancer Awareness Month and the fight for a cure. In addition, they will display the pink ribbon on the front of the fire engine to help raise awareness.

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 Stu Dumont, fire fighter and president of IAFF Local 1668, the Campbell River Local of the International Association of Fire Fighters (IAFF).

"Breast cancer is a complex disease. With one in eight women diagnosed each year in North America, an estimated 232,340 new cases of breast cancer and 39,620 deaths will be reported in 2015. Among all women affected, 85 percent have no family history," adds deputy fire chief Thomas Doherty.

However, there is some good news. Thanks to research and advancements in diagnostics and care, breast cancer rates have been on the decline since 2000. But without adequate funding, these advancements could slow or even come to a halt. Firefighters can be effective advocates for breast cancer awareness and prevention by encouraging others to give so that no breast cancer patient goes without life-saving treatments for today and the promise of a cure for tomorrow.

"Campbell River fire fighters encourage everyone in the community to participate in breast cancer awareness and prevention activities," Dumont adds.

To purchase a fire fighters pink T-shirt in support of Breast Cancer Awareness month, come to the No.1 Fire Hall located at 675-13th Ave. Cost is \$20 per T-shirt.

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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Contact: Thomas Doherty, Deputy Fire Chief

250-286-6266