

October 3, 2013

Fire fighters wear pink for breast cancer awareness in October

This October, members of Campbell River's Fire Rescue crews will swap their navy blue uniforms for something a little more colourful.

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.

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.

"Few sights grab the public's eye like a fire fighter dressed in bright pink, 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.

"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 2013. Among all women affected, 85 percent have no family history," Doherty says.

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

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

###

Contact: Thomas Doherty, Deputy Fire Chief

250-286-6266