August 10, 2011

On August 28 and 29, the Breast Cancer Research Foundation of Alabama (BCRFA) and the Gardendale Fire Department will kick off a state-wide “Cares Enough to Wear Pink” T-shirt campaign with a very special event.

The City of Gardendale, Lt. Rick Smith, Gardendale Fire Marshall, and the Gardendale Fire Department secured a visit from the “Pink Heals” tour, a national non-profit led by firefighters who bring awareness to all women’s cancers by touring the country in pink firetrucks and pink turn-out gear (uniforms). The tour’s mission is to celebrate women by wearing “her color,” to fight cancer alongside women and to help local non-profits raise money and awareness.

The tour accepts donations and sells t-shirts to fund fuel and maintenance to get to the next location. All other monies raised stay in the host communities. “The love returned will be ten times greater than ever given,” says Dave Graybill, “Pink Heals” Founder.

During the “Pink Heals” tour through Alabama, stops will be made at the following locations:

Sunday, August 28, 2011

1:00 p.m.-3:00 p.m., Microtel Inns & Suites, Gardendale

1:00 p.m.-3:00 p.m., Colonial Brookwood Village

Monday, August 29, 2011

9:45 a.m.-11:30 a.m., The Kirklin Clinic-UAB

10:00 a.m.-11:30 a.m., The Promenade in Alabaster

12:00 p.m.-1:30 p.m., Hoover at Tameron Honda

12:00 p.m.-2:00 p.m., The Summit on 280

2:30 p.m.-4:00 p.m., The Promenade in Bessemer

2:30 p.m.-4:00 p.m., Colonial Brookwood Village

4:30 p.m., All Trucks Return to Gardendale Civic Center

The firefighters will also make visits and flower deliveries (donated by Wilson's Florist) to uplift local women currently fighting cancer. At all of the stops, women are encouraged to sign the pink firetrucks and leave a personal message to encourage and inspire other women to keep fighting.

At 6 p.m. on August 29, the City of Gardendale will host a special "Pink Heals" celebration. The pink firetrucks, joined by other local fire departments, cancer survivors and supporters, will parade through the streets of Gardendale. Several non-profit organizations that raise funds and awareness of women's cancers are participating, wearing their "colors of hope" in the parade.

The festivities will also include food and festivities with live entertainment by **"The Southern Boys Band."** The City of Gardendale will photograph the firefighters and supporters during the festivities on the city's Pink Ribbon, and at 8:30 p.m. an exciting fireworks donated by Pyro Productions will be displayed.

The celebration will also serve as a "kick-off" to the "Cares Enough to Wear Pink" t-shirts to benefit the BCRFA. Participating state fire departments will sell pink t-shirts during September and October.

Communities can visit **www.bcrfa.org** to view their city's shirt and get information on where to purchase and support their local fire departments efforts to fund breast cancer research in Alabama.

To learn more about the tour, visit **www.PinkFireTrucks.org** or local contact Lt. Rick Smith at (205) 631-6660 ext. 2.

For questions or information regarding events or to get involved with the BCRFA, please contact our

office at (205) 996-5463 or visit **www.bcrfa.org**

Participating Organizations:

Breast Cancer Research Foundation of Alabama

Laura Crandall Brown Ovarian Cancer Foundation

Norma Livingston Ovarian Cancer Foundation

CanSurvive GYN Cancer Support Group

Angel Squad

UAB Medicine

UAB Comprehensive Cancer Center