Victoria Firefighters Wear Pink “For A Cure”

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VICTORIA, BC – Victoria Firefighters are wearing pink t-shirts for the month of October to raise awareness of the need to find a cure for breast cancer. The awareness campaign “For a Cure” is designed to raise awareness and raise funds to cure breast cancer.

Firefighters from across Canada and the USA will be wearing the pink t-shirts to support the cause. In Canada, breast cancer continues to be the most frequently diagnosed cancer with over 23,000 new cases diagnosed in 2010. Breast cancer is the second leading cause of cancer mortality among women and is expected to take the lives of 5,400 Canadian women this year alone.

Local 730 Firefighters Union and with the support of the Victoria Fire Department administration are hoping to both raise awareness and over $1500 towards the cause. Funds will be raised through donations and an auction at the end of the month. All proceeds will go to the Canadian Breast Cancer Foundation.

Over the course of our lives, we or loved ones will be stricken by this disease or some form of cancer. The t-shirts are designed to further increase awareness in the community and display the fire department’s support for those battling breast cancer or any other form of cancer.

Those interested in donating should contact the Canadian Cancer Society at www.cbcf.org/en-US/home.aspx or 604.683.2873.

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