

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Vernon Firefighters sell more than 350 work shirts, raise more than \$7,000 for breast cancer research

Vernon, CA – Members of the Vernon Firemen’s Association (VFA) have raised more than \$7,000 for breast cancer research in cooperation with Susan G. Komen for the Cure Los Angeles County. Firefighters designed, produced and marketed a line of special Vernon Fire Department-approved firefighter work shirts that were worn on duty during the month of October to call attention to their participation in the month-long fundraising campaign to aid the fight against breast cancer.

“This was a tremendous effort by our firefighters on behalf of Susan G. Komen for the Cure L.A. County. The entire city of Vernon was enthusiastically behind this fundraising campaign. I marveled at the hundreds of residents, city employees and employees of private companies who purchased and proudly wore our firefighters’ work shirts to aid this most worthy cause,” Vernon Fire Chief Mark Whitworth said.

The official VFA ‘Pinktober’ fire department t-shirts were royal blue and featured the Vernon Fire Department crest in pink (above the heart) on the front of the t-shirt with the words Vernon Fire Department in pink lettering on the back of the t-shirt. A pink ribbon adorned the t-shirt’s right sleeve denoting the VFA’s charitable partnership with the Susan G. Komen for the Cure campaign. A pink t-shirt designed for women was also sold.

More than 350 ‘Pinktober’ work shirts sold to Vernon residents, the city’s 55,000 public and private employees at a cost of \$20.00 per shirt with proceeds going to aid breast cancer research.

Vernon firefighters will make a special presentation to Susan G. Komen for the Cure Los Angeles County at the Vernon City Council meeting on Tuesday, November 1.

Vernon was founded in 1905 to create jobs in California. Vernon’s 1,800 businesses create more than 105,000 jobs in the Los Angeles area – including 55,000 jobs within the city’s 5.2-mile boundary. The Los Angeles County Economic Development Corporation designated Vernon as

California's 'Most Business Friendly City.' Vernon generates more than \$330 million in state income and sales taxes, \$1.1 billion in taxable spending. Vernon's businesses provide more than 4.4 billion in salaries and wages annually for workers in Los Angeles County. For more information, go to cityofvernon.org.

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