

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Vernon Firefighters Association joins Susan G. Komen Foundation in month-long October 2011 fundraising drive to aid breast cancer research

Vernon, CA – Members of the Vernon Firemen’s Association (VFA) will don special Vernon Fire Department-approved work shirts during the month of October 2011 to call attention to VFA members’ participation in a month-long fundraising campaign to aid the Susan G. Komen Foundation’s fight against breast cancer.

The official VFA “Pinktober” fire department t-shirts are royal blue featuring the VFD crest in pink (above the heart) on the front of the t-shirt and the words Vernon Fire Department in pink lettering on the back of the t-shirt. A pink ribbon adorns the t-shirt’s right sleeve denoting the VFA’s charitable partnership with the Susan G. Komen for the Cure campaign.

VFA members approached the Susan G. Komen Foundation as part of their continuing community outreach efforts on behalf on Vernon residents, Vernon’s 55,000 public and private employees and tens of thousands of residents in Vernon’s surrounding communities.

Vernon Firefighter Jason McEachran said, “Cancer has hit close to home for many members of the Vernon Firemen’s Association. We felt it was important to contribute in a positive way to the fight against breast cancer. We are all man enough to wear pink if it can help raise money to save lives by supporting breast cancer research.”

We are asking Vernon residents, business owners and their employees and city workers to support our ‘Pinktober’ fundraising drive by purchasing a VFA firefighter work shirt. The VFA ‘Pinktober’ t-shirts will sell for \$20.00 with proceeds going to the Susan G. Komen Foundation. VFA ‘Pinktober’ work T-shirts will be available for sale throughout October 2011 at Vernon’s four fire stations,” McEachran said.

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.

To view 'Vernon Works', go to: <http://cityofvernon.org/iworkinvernon/>.

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