



GROVER BEACH POLICE DEPARTMENT NEWS RELEASE

GBPD Joins 2017 #PinkPatchProject

July 6, 2017

The Grover Beach Police Department is proud to announce our 2017 partnership with the Grover Beach Police Officers' Association (GBPOA) and the #PinkPatchProject, on a collaborative cancer awareness fundraiser. The goal of this collaboration is to raise awareness and funding for the research, treatment and care of those who are battling cancer. Equally important during this time is to educate the public about early detection and prevention of cancer.

According to the National Breast Cancer Foundation, Inc.:

- In 2017, an estimated 246,600 women will be diagnosed with breast cancer in the United States.
- Each year, it is estimated that more than 40,000 women in the United States will die of breast cancer.
- Although breast cancer in men is rare, over 2,000 men will be diagnosed with breast cancer and more than 400 will die.

During the month of October, GBPD personnel will be wearing a pink version of the uniform patch in support of National Breast Cancer Awareness Month. Starting today, members of the community can purchase a limited edition pink patch for \$10.00 at the front counter of the police department or by contacting the GBPOA representative, Officer Matt Goodman at mgoodman@gbpd.org

All proceeds raised from the #PinkPatchProject will go to support the **Hearst Cancer Resource Center** in San Luis Obispo, California. The Hearst Cancer Resource Center wellness and support services provide a bridge between the standard medical care and a full range of healing therapies.

For more information about the #PinkPatchProject, visit www.pinkpatchproject.com



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